

#190

Technical drawing of a mobile phone back cover, labeled with a large white '2'. The drawing includes the following dimensions and labels:

- Top Dimensions:** 52.01, 19.99, 5.82, 1.10, 1.79 MAX DEPTH.
- Left Dimensions:** 8.27, 8.25, 4.25, 2.00.
- Bottom Dimensions:** 4.99, 5.86.
- Labels:**
 - PROXIMITY SENSOR
 - 0.50 ALL AROUND
 - RECOMMENDED KEEPOUT FOR CAMERA/FLASH
 - SIM TRAY
 - DETAIL B
 - Ø 1.10 HOLE
 - Ø 1.20 ALS SENSOR
 - RECOMMENDED KEEPOUT FOR ALS SENSOR AND PROXIMITY SENSOR



E3
NEW GAMES,
NEW FRONTIERS
REVEALING NEW GAME
TITLES & HARDWARE

The background of the entire image is a dark blue-grey color, overlaid with a complex network of thin, light grey lines. These lines form various geometric shapes, including circles, arcs, and straight lines, reminiscent of a technical drawing or blueprint. Interspersed among these lines are small, white numerical values and symbols, such as '5.25', '2.00', '3.00', '4.00', '5.00', '6.00', '7.00', '8.00', '9.00', '10.00', '11.00', '12.00', '13.00', '14.00', '15.00', '16.00', '17.00', '18.00', '19.00', '20.00', '21.00', '22.00', '23.00', '24.00', '25.00', '26.00', '27.00', '28.00', '29.00', '30.00', '31.00', '32.00', '33.00', '34.00', '35.00', '36.00', '37.00', '38.00', '39.00', '40.00', '41.00', '42.00', '43.00', '44.00', '45.00', '46.00', '47.00', '48.00', '49.00', '50.00', '51.00', '52.00', '53.00', '54.00', '55.00', '56.00', '57.00', '58.00', '59.00', '60.00', '61.00', '62.00', '63.00', '64.00', '65.00', '66.00', '67.00', '68.00', '69.00', '70.00', '71.00', '72.00', '73.00', '74.00', '75.00', '76.00', '77.00', '78.00', '79.00', '80.00', '81.00', '82.00', '83.00', '84.00', '85.00', '86.00', '87.00', '88.00', '89.00', '90.00', '91.00', '92.00', '93.00', '94.00', '95.00', '96.00', '97.00', '98.00', '99.00', '100.00'. Some of these numbers are accompanied by small arrows or symbols, suggesting measurements or dimensions. The overall effect is one of precision and technical complexity.

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APPLE RESTORES FORMER BANK FOR NEW STORE

To create the newest Apple store to sell iPhones, smartwatches and other modern gadgetry, Apple took a look back at the 1920s.

The new store on New York's Upper East Side occupies part of a Beaux Arts building that originally housed the U.S. Mortgage & Trust bank. Apple sought to restore some of the building's old grandeur by reproducing the original chandeliers seen in old photographs, restoring marble floors and pilasters and turning a bank vault into a VIP showroom.

It's all part of Apple's effort to keep its stores distinct - not just from other retailers but from each other.





And as Apple looks to open new stores or renovate existing ones - including the iconic New York Fifth Avenue store, with its distinctive glass-cube entrance - the company will look for additional ways to do that.

“It’s no different than every customer downloads different apps and customizes their phones differently,” said Angela Ahrendts, the senior vice president who oversees the company’s retail and online stores.

Many retailers keep their stores uniform so you can recognize them when visiting a new city or country. Even if you don’t see its logo, you can often tell a McDonald’s is a McDonald’s from its distinctly sloped roof.

Apple has generic stores, too, such as ones in shopping malls. Many of Apple’s larger stores in major cities make heavy use of glass, giving them a modern, open feel.

But Apple has its share of stores that try to blend into original, classical architecture, though most are in Europe, where such buildings are more prevalent. The store in New York’s Grand Central train station sits at the top of a marble staircase. The one across the street from Paris’s Opera House greets customers with mosaic floor tiles. The Brisbane, Australia, store is in a building that served as an Allied military headquarters during World War II.

Although designing stores individually costs more, there’s payoff in “a level of excitement, engagement and interest from consumers,” said Michael Stephenson, associate strategy director at Fitch, a branding and design consultancy. Apple isn’t saying how much it’s spending.

Stephenson said Apple is a pioneer in designing stores, but even chains such as McDonald’s and Starbucks are rethinking how they make stores fit into their settings.

Apple’s new Upper East Side store, which opens Saturday, has a marble entrance and no sign

of anything Apple outside, save for a black flag with a white Apple logo hanging from the bank's original flag pole. While the store itself is small, tall ceilings and the usual open layout make it look spacious.

The teller windows might be gone, but Apple went into minute details to restore the building.

The entryway, stairs and other parts of the architecture are made of Botticino marble, the same Italian marble used at Grand Central and Penn Station in New York (and what was originally used in the bank). Six metal chandeliers - reproduced to match the originals from old photographs - grace the ceilings.

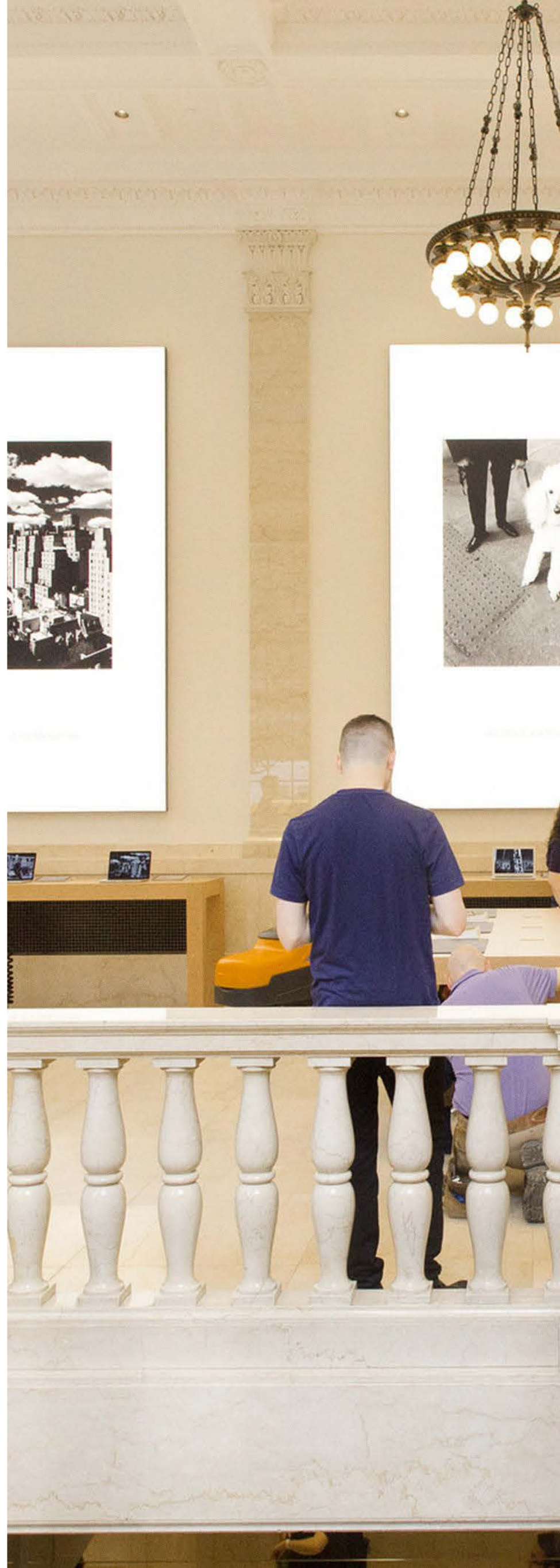
Downstairs, the heavily reinforced vault, complete with a massive steel door behind a set of steel bars, might remind visitors of an old gangster movie. This time, though, the door leads to a room for VIP customers, meetings and other purposes.

Upper East Side will be Apple's 266th store in the U.S. and seventh in New York City, a key market for Apple because it gets twice as much traffic as stores in other U.S. cities.

The neighborhood has a mix of boutiques, art galleries, museums and residential units. Some residents worry about long lines and traffic, particularly when Apple releases new products. A lawsuit filed in a New York state court last week warns of diminished property values and quality of life.

But Apple has cleared the necessary regulatory hurdles. The store is about half the size of most other Apple stores and is designed primarily for local residents and businesses needing a repair or training, Ahrendts said. Many people now buy products online anyway, she noted.

"The cube works brilliantly on Fifth Avenue and has been one of the most iconic sites," she said. "But that works there. That wouldn't work everywhere."









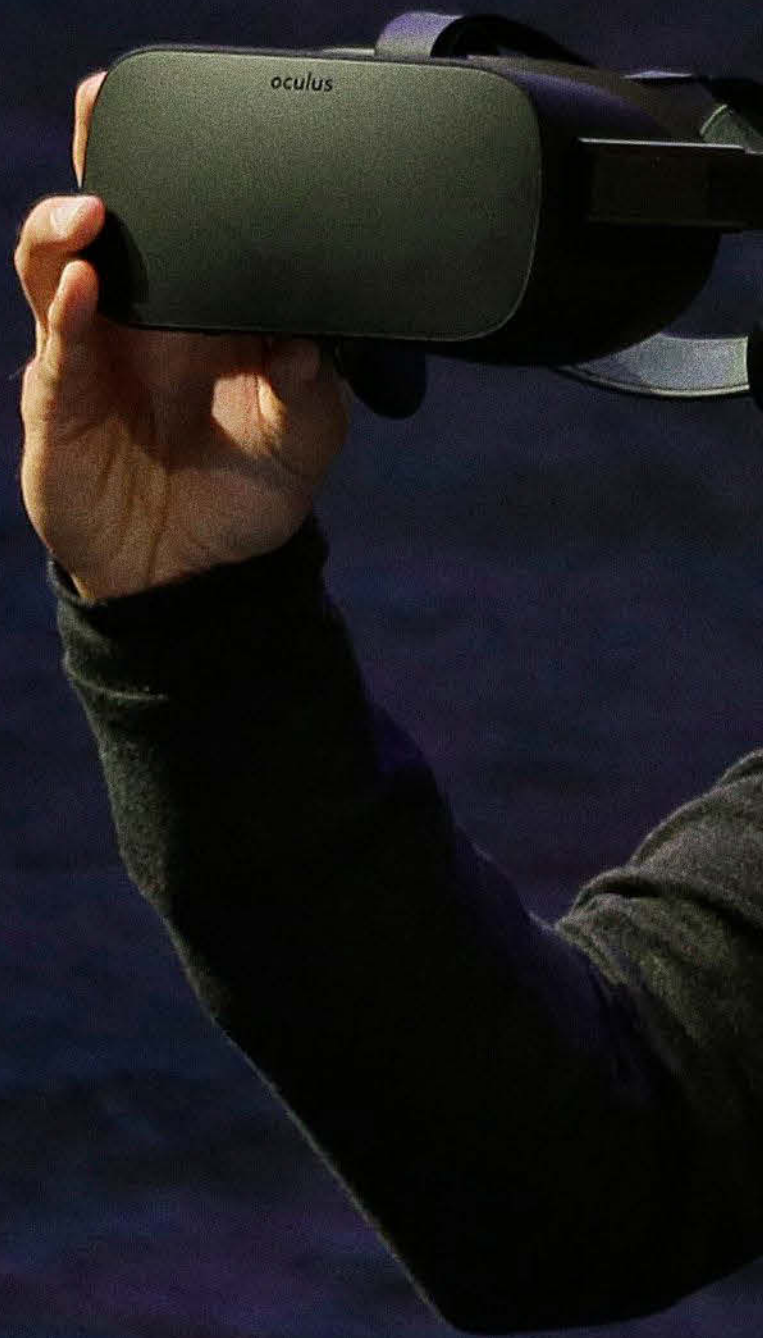
As Apple opens new stores, it will also renovate about 20 existing U.S. stores, including the ones on Fifth Avenue and San Francisco's Union Square. Ahrendts said 60 percent of the U.S. stores predate the iPhone and have outgrown their space. Many stores slated for renovations will also double in size, in some cases moving to a new location nearby. That gives Apple opportunities to rethink designs.

The Fifth Avenue store, which draws tourists from around the world, will temporarily move soon to another iconic space, the F.A.O. Schwarz toy store that Tom Hanks made famous in "Big."

OCULUS' VIRTUAL-REALITY HEADSET TO SIMULATE TOUCH, GESTURES

Oculus is expanding its virtual-reality headset to simulate the sensation of touch and gesturing as part of its quest to blur the lines between the fake and genuine world.

The touch controllers unveiled Thursday by Oculus founder Palmer Luckey are designed to enable people to pick up guns, throw Frisbees or carry out other actions within the fantasy scenes they see through a virtual reality headset called the Rift. The controllers also will make it possible to point, wave inside the video games being played on the Rift, according to Luckey.





The half-moon shaped controllers, called Oculus Touch, will be showcased along with the Rift headset next week in Los Angeles at the Electronic Entertainment Expo, or E3, a major video game conference.

“We really think Oculus Touch is going to surprise you,” Luckey, 22, said. “We think they are going to deliver an entirely new set of virtual reality experiences.”

Besides showing off its latest gadgetry, Oculus provided a glimpse at the line-up of video games being designed for the Rift and announced a partnership with Microsoft Corp. to make the headset compatible with the Xbox console and devices running on the next version of the Windows operating system scheduled to be released next month.

Oculus’ virtual-reality technology is so highly regarded that Facebook bought it for \$2 billion last year.

Since that acquisition, the Rift has remained in a testing phase that has kept its early prototypes in the hands of video game makers and computer programmers. The first consumer model of the headset won’t be released until sometime during the first three months of next year. The touch controllers start selling shortly after that, at some point between April and June.

The Rift’s price hasn’t been announced yet, although Oculus has previously said the headset and a personal computer need to power the technology will cost less than \$1,500. The Rift package will also include a wireless controller and adapter for the new alliance with Microsoft, which is branching into another emerging niche of technology niche known as “augmented” reality with its own HoloLens headset.

Facebook and Oculus called reporters to a San Francisco studio Thursday for a glimpse of what the Rift’s consumer model will look like. It’s a lightweight device that will fit on top of a













person's head like a helmet. Images are viewed through two screens housed inside a visor. The audio is piped through removable headphones.

The goal is to trick people's brains into believing what they are seeing and hearing is the real thing instead of a fabrication, said Oculus CEO Brandon Iribe, who started the company with Luckey three years ago with \$2.4 million in financing.

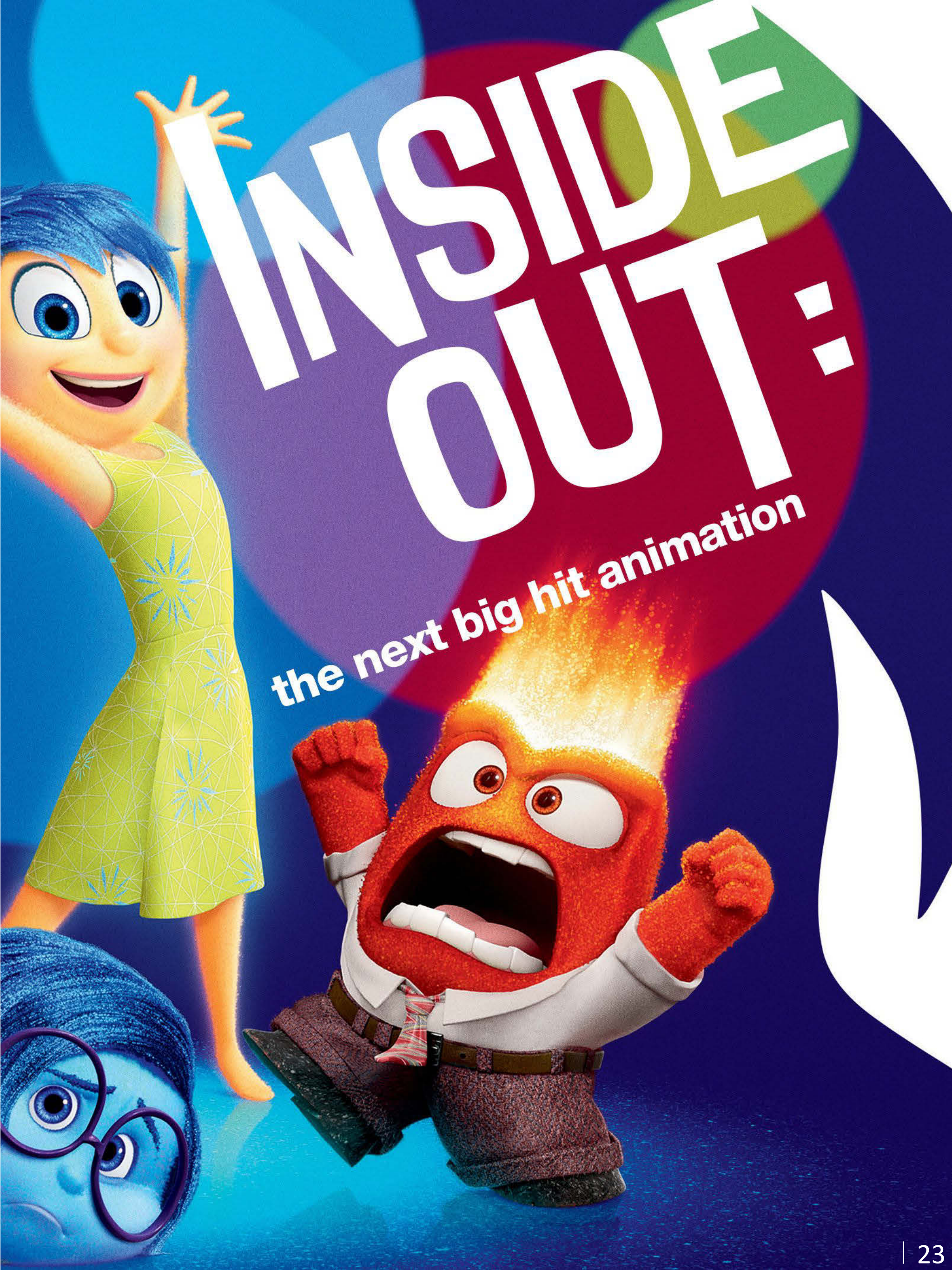
The Rift's initial target market will be avid video game players. The inaugural line-up of video games built for the Rift include titles from CCP Games, Gunfire Games and Insomniac Games that will appear to transport players into space, an arctic zone and a fictional land where a young man defends his home turf from a dragon.

Luckey and Facebook Inc. CEO Mark Zuckerberg, though, believe the Oculus technology eventually will extend far beyond video games to enable people's avatars to attend business meetings and bring together friends and families in virtual living rooms even though they are many miles apart. Movie buffs might even be able to insert themselves as characters in their favorite flicks.

"This isn't science fiction," Luckey said of the Rift. "This is reality."

A highly original story





INSIDE OUT!

the next big hit animation





PIXAR'S RETURN TO FORM

For many years since the release of its groundbreaking feature length debut *Toy Story* in 1995, Pixar was an animation studio synonymous with quality. It still is, of course; however, the slightly stumbling critical and commercial performances of recent features, including *Cars 2* and *Monsters University*, had led some to question whether Pixar's heyday had come to a close. Judging from both the concept and early reviews of the upcoming *Inside Out*, released in the United States on June 19, the studio has responded to its doubters in spectacular style.

A GENUINELY ORIGINAL AND CHALLENGING STORY

To call the idea behind *Inside Out* original would be putting it... mildly. Pete Docter, the film's director who initially put the premise to Walt Disney Pictures, admitted at the SIGGRAPH convention two years ago that the story was "**one of the most challenging I've ever had to put together**", as the narrative simultaneously follows both the lead character, a young Minneapolis girl called Riley, and anthropomorphized emotions, including Joy, Fear and Anger, inside her mind.

The story tells of 11-year-old Riley's distress after she has to move away with her mum and dad from Minnesota to San Francisco. This leads Fear, voiced by former Saturday Night Live regular Bill Hader, Anger, brought to vocal life by famously angry comedian Lewis Black, and Disgust, voiced by *The Mindy Project* creator Mindy Kaling, to run riot in her mind.

Diane Lane voices Riley's mother, who is eager to trace the source of her daughter's upset, but her dad - step up, *Blue Velvet* star Kyle McLachlan - proves no help. With this story and cast, which also includes *Parks and Recreation* lead Amy Poehler as Joy, Pixar has set the stage for an excellent satire of the human condition.



Image: Disney/Pixar







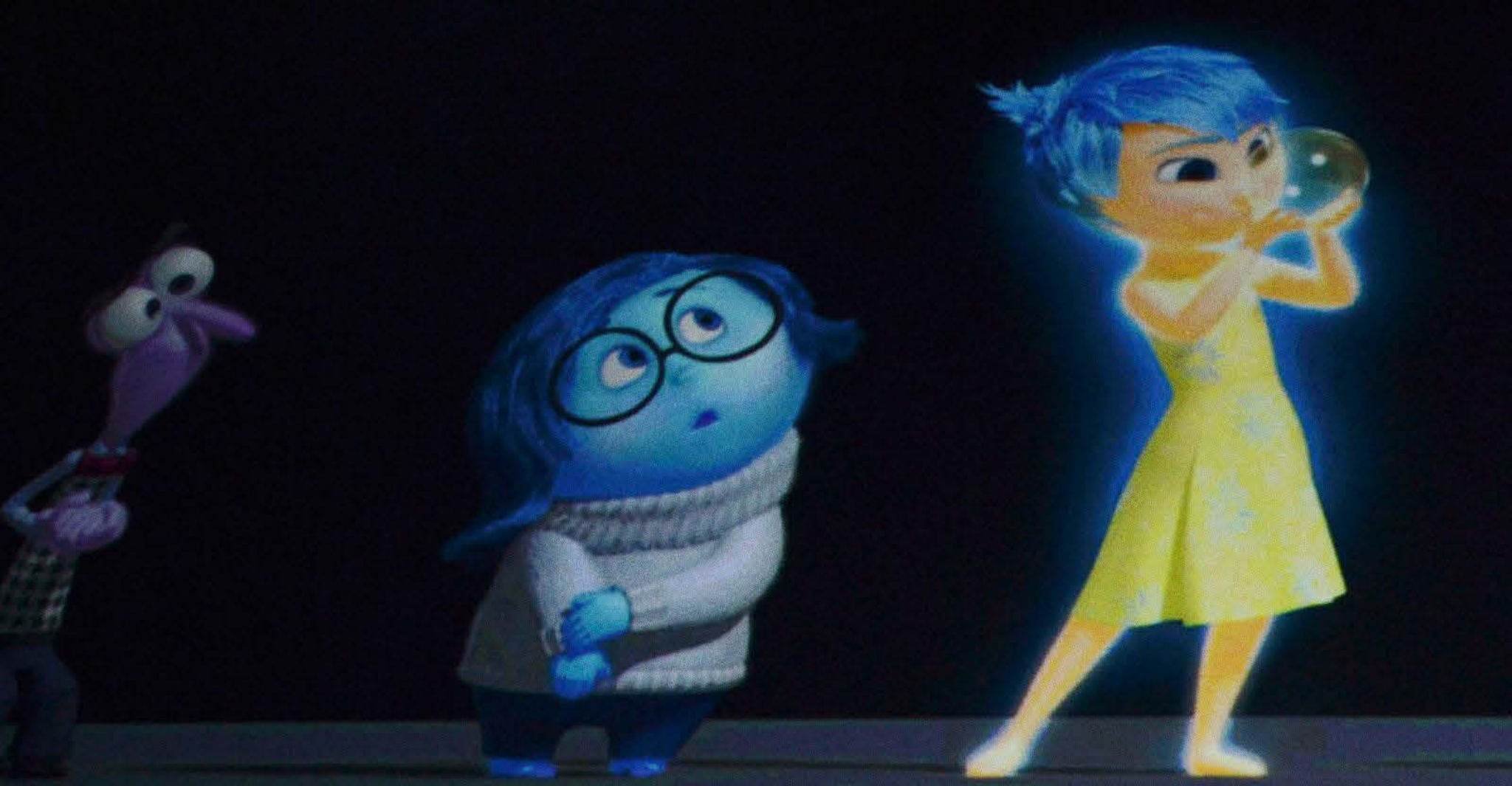




Image: Richard Harbaugh

YET MORE CHANGES OF DIRECTION FOR PIXAR

Pixar has certainly proved many times before that it is not averse to breaking new ground. Only three years ago, it released its first movie with a female lead, *Brave*. Meanwhile, other recent hits like *WALL-E* and *Up* have defied easy categorization. However, recent announcements of sequels to many of the studio's familiar successes, including yet more additions to the *Toy Story* and *Cars* franchises, have led some to wonder whether Pixar is increasingly putting business concerns ahead of artistic credibility.

It looks like *Inside Out* will put many of those concerns to rest. Incidentally, Docter was the director behind 2009's *Up*, which achieved the rare feat of being both wonderfully unorthodox and a major commercial success. Let's put it this way: "old man and young boy have adventure in a house flown by balloons" might suffice as a basic synopsis, but it hardly captures the true extent of the heart, soul and intelligent characterization that were poured into that film. **The success of *Up* led Pixar to permit Docter more creative freedom with his next feature.**

Inside Out is Pixar's first movie that has not included any involvement by the studio's former CEO - and former Apple CEO - Steve Jobs. Indeed, the movie was first announced in August 2011, only one month before Jobs' death, but the innovative concept, which **Disney and Pixar executives acknowledged inevitable difficulties of marketing, is**



reminiscent of Jobs' own influence on Apple and its revolutionary products.

There was also little input from John Lasseter, the legendary animator and Pixar's chief creative officer, largely as his attentions were on restructuring Walt Disney Animation Studios in Los Angeles during the film's production. Still, the movie looks set to return Pixar to the kind of popularity that it enjoyed following the release of the original Toy Story, which Lasseter directed.



REDEFINING THE TERM 'POSITIVE REVIEW'

There are some movies that get spoken about in warm terms by the critics, and **then there's that exceptionally rare beast that scores a 100% rating on Rotten Tomatoes**, the website's 'critics consensus' having described *Inside Out* as "inventive, gorgeously animated, and powerfully moving" and "another outstanding addition to the Pixar library of modern animated classics."

Where do we start with citing some of the universally warm reaction? Well, we could always focus on the review by Indiewire's Eric Kohn. While he said that the studio that had once been "an ever-reliable source of sneakily mature dramas in kid-friendly cartoon guise" had "stumbled in recent years", it had managed "**an overdue bounceback with *Inside Out*, the most**





imaginative example of world-building since Docter's own Monsters, Inc."

Kohn continued: "It goes without saying that *Inside Out* looks magnificent at every turn, from the bright, storybook colors of Riley's mind to the credible design of human expressions. But the movie truly engages by holding fast to its allegorical ramifications. Each plot development invites scrutiny for its symbolism: Yes, it's a vibrant, witty adventure, but what's really going on here?"

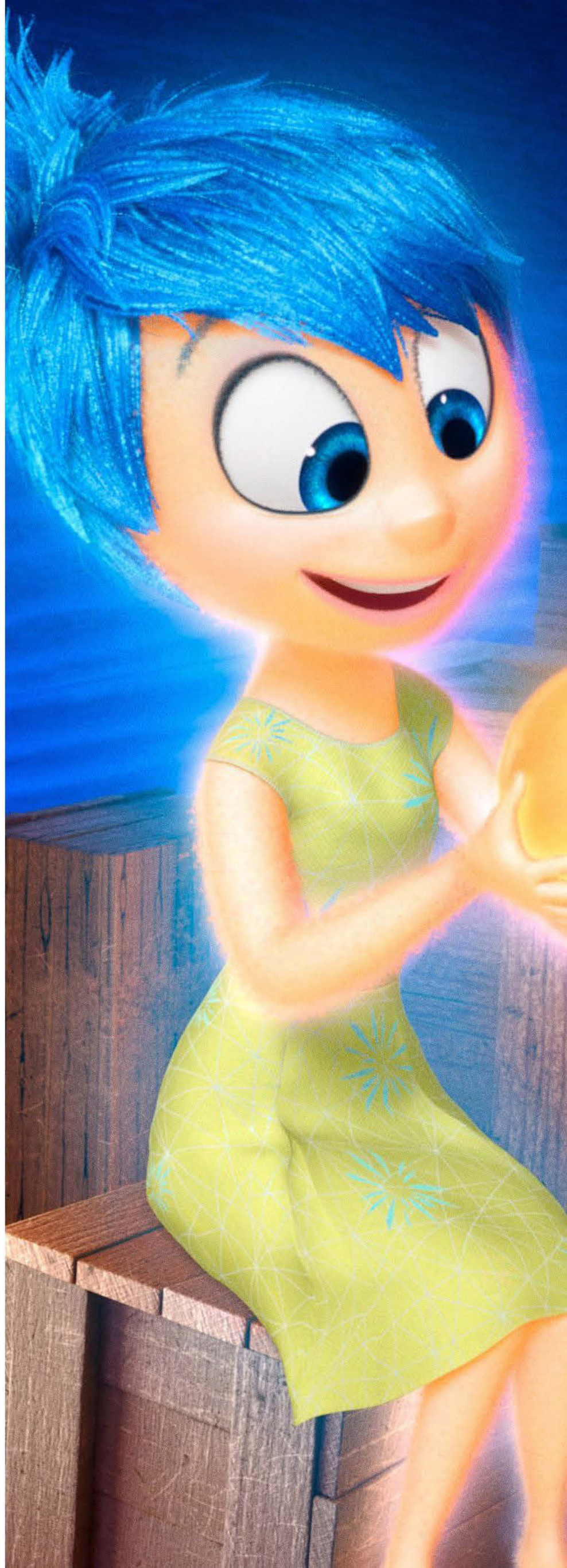
It's hard to imagine how any reviewer could have been more positive than that, but if anything, **Screen Crush** writer **Matt Singer** goes even further, hailing *Inside Out* as not "just a return to form", but also "from start to finish, one of Pixar's best films." He reserved no shortage of praise for Docter, pointing out that this was the man who had not only directed *Monsters, Inc.* and *Up*, but also co-written *Toy Story*, *Toy Story 2* and *WALL-E*, making him potentially "Pixar's most unappreciated genius."

NOT NECESSARILY NUMBER ONE AT THE BOX OFFICE, HOWEVER

With all of the critics' words suggesting that there has been no Pixar movie on a par with *Inside Out* for innovation and quality since 2010's *Toy Story 3* - or possibly for even longer than that - it goes without saying that it's a flick destined for the box office top spot, right? Well, surprisingly enough, the answer to that one could just be "no".

It's not as if Pixar is out of practice when it comes to this kind of thing - after all, the studio's animated features have opened at number one at the box office on 15 previous occasions. But *Inside Out* looks set to buck that particular trend, despite analysts reckoning that it'll muster a very respectable \$60 million in takings on its opening weekend.

That's because this weekend also just happens to be the second for the dinosaur juggernaut *Jurassic World*, which - after its record-shattering \$208 million three-day debut - is set to bank another \$100 million this coming Friday, Saturday and Sunday. It's an unfamiliar position for Pixar to be in of its latest big animated feature not being favorite at the box office. But it at least doesn't need to worry about another Friday debut - the Sundance hit *Dope* - challenging it for the runner-up spot, that film's distributor Open Road Films having signaled that it would be content with a mere \$10 million.







In any case, they don't seem too concerned about all of this at Pixar's parent company Disney, where distribution chief Dave Hollis has commented: "Finishing first or second is not what matters most to us. This movie really is special and it's about delivering it to the very faithful fans of this brand."











ALL OF THE IMPORTANT SIGNS ARE STRONG

It is hard to think of any animated movie for which all of the vital signs have been so strong. Even if Pixar will be forced to accept a rare second place at the box office for *Inside Out*, there's no doubt that it has an instant classic on its hands, a movie that is sure to be as treasured in the popular memory as any *Toy Story* film.

The critics are obviously sold, and we're sure that you and your kids will be, too, as Pixar continues to demonstrate its knack for animated movies of almost equal appeal to adults and children, amounting to so much more than meets the eye. ■

by Benjamin Kerry & Gavin Lenaghan



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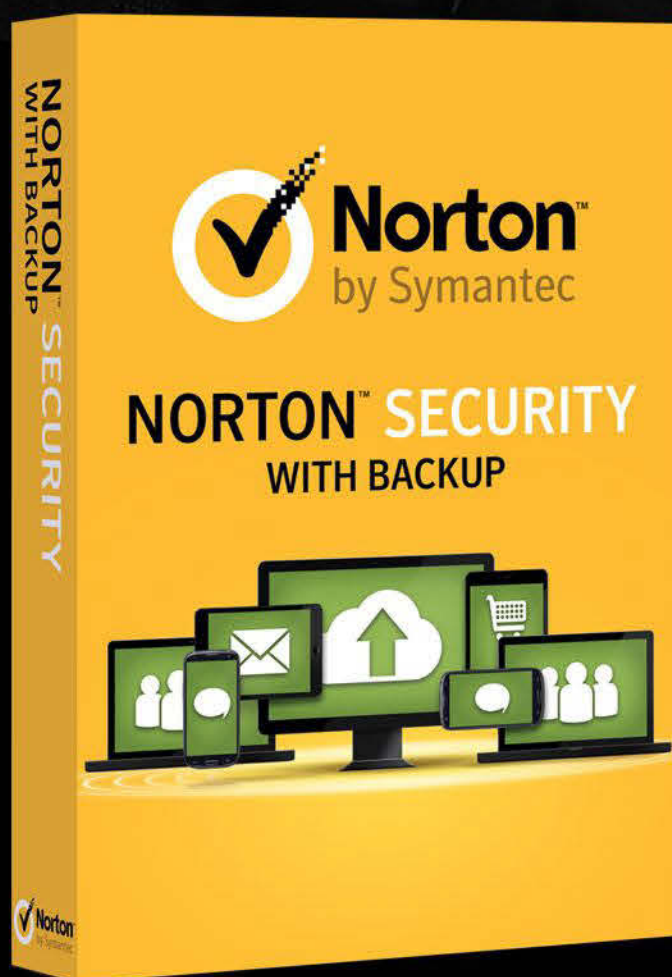
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ELECTRONIC ARTS HYPES **STAR WARS** GAMES AT E3

The Force is with Electronic Arts.

The video game publisher heavily focused on its forthcoming “Star Wars” games during a briefing Monday at the Electronic Entertainment Expo.

EA showed off an extended look at the upcoming multiplayer game “Star Wars: Battlefront.” The PlayStation 4 footage showcased a land-air skirmish between Empire and Republic forces on the icy planet Hoth, culminating with Luke Skywalker and Darth Vader locking light sabers.

“Today, by far the best place to truly lose yourself and interact with ‘Star Wars’ is video games,” senior producer Sigurlina Ingvarsdottir told the crowd inside the Shrine Auditorium.

EA also announced an expansion for the online role-playing game “Star Wars: The Old Republic” dubbed “Knights of the Fallen Empire” and a new mobile collectable card game called “Star Wars: Galaxy of Heroes.”

Other titles teased included the cartoony shooter sequel “Plants vs. Zombies: Garden Warfare 2,” the free-running romp “Mirror’s Edge: Catalyst,” a photorealistic rendition of racer “Need for Speed” and a new platformer about a creature made of yarn called “Unravel.”

Besides “Star Wars,” EA spent a considerable chunk of its 90-minute presentation on sports installments “NHL 16,” “Madden NFL 16,” “NBA Live 16” and “FIFA 16.” Soccer great Pele appeared on stage, and EA premiered a “FIFA 16” trailer narrated by him.

Online:

<http://starwars.ea.com>









UBISOFT'S 'GHOST RECON,' 'FOR HONOR' UNVEILED AT E3

Ubisoft debuted a trio of new games at the Electronic Entertainment Expo.

The video game publisher unveiled the superhero-themed follow-up "South Park: The Fractured But Whole," the original combat game "For Honor" and open-world "Tom Clancy's Ghost Recon: Wildlands" on Monday during its E3 briefing.

"South Park" creators Trey Parker and Matt Stone were on hand to debut "The Fractured But Whole," a sequel to the role-playing game "South Park: The Stick of Truth."

"At the end of 'Stick of Truth,' we learned how to make video games," Parker joked.

The multiplayer-focused brawler "For Honor" will pit versions of knights, samurais and Vikings against each other on battlefields.

"Ghost Recon: Wildlands" transports the espionage franchise to a virtual rendition of Bolivia. "Wildlands" marks the first time the "Ghost Recon" series has been set in an open world.

Ubisoft also brought star power to its Orpheum Theatre stage presentation with Angela Bassett unveiled as the new chief in "Tom Clancy's Rainbow Six: Siege" and Jason Derulo performing "Want To Want Me." The pop star's music will appear in the choreography game "Just Dance 2016."

Other titles teased included the London-set "Assassin's Creed: Syndicate" and multiplayer action title "Tom Clancy's The Division."

Online: <https://www.ubisoft.com>

SONY'S 'UNCHARTED 4,' 'LAST GUARDIAN' CAPTURE E3 ATTENTION

Nathan Drake is back in action.

Sony capped off its game-filled Electronic Entertainment Expo briefing Monday night with a bullet-riddled demonstration of "Uncharted 4: A Thief's End," the forthcoming action-adventure starring the charismatic treasure hunter.

The preview showed Drake and mentor Victor "Sully" Sullivan engaging in a firefight on foot before evading enemies through city streets in a jeep. However, gamers eager to play the latest installment were told they'll have to wait until 2016.

Sony kept most of the focus of its trade show presentation on games coming to the PlayStation 4 console, demonstrating such titles on stage as the sci-fi exploration game "No Man's Sky" and the impressionistic platformer "The Last Guardian," a title that was originally teased six years ago at E3 2009.

"I could not be happier standing here today," said Shuhei Yoshida, president of Sony Computer Entertainment Worldwide Studios. "You don't know how long I have waited for this moment."

Sony spent much of its time in the E3 spotlight promoting exclusive content coming to PS4s for such games as the military shooter sequel "Call of Duty: Black Ops 3," Caped Crusader saga "Batman: Arkham Knight," Victorian-era stealth game "Assassin's Creed: Syndicate" and sci-fi shooter "Destiny."

Alex Evans, co-founder of "LittleBigPlanet" developer Media Molecule, announced his newest creation: "Dreams," a trippy puppeteering game where users three-dimensionally draw characters and props together.









"In 2015, everything is a remix," said Media Molecule co-founder Alex Evans.

Other games hyped Monday included a new rendition of "Hitman," quirky first-person exploration game "Firewatch," warrior-versus-robots romp "Horizon: Zero Dawn" and a high-definition remake of "Final Fantasy VII."

Yu Suzuki, the director of the beloved "Shenmue" series, came on stage to petition gamers to crowd-fund a "Shenmue 3" nearly 15 years after open-world "Shenmue 2" was released.

Project Morpheus, Sony's virtual reality headset that works in concert with the PS4, was only briefly mentioned during the presentation. The gaming and electronics giant previously announced the VR system would be out in spring 2016 but hasn't specified a price.

Andrew House, president and CEO of Sony Computer Entertainment, said a multiplayer arena battle game for Morpheus called "Rigs" would be available for attendees to try this week on the floor of the E3 show at the Los Angeles Convention Center.

"It's e-sports, Morpheus-style," House said.

Beyond games, Sony declared it was expanding its PlayStation Vue online TV service to Los Angeles and San Francisco on Monday night, broadening availability from when it launched in March in New York, Chicago and Philadelphia. The cable alternative, starting at \$50 a month, includes local TV stations affiliated with CBS, NBC, Fox, and pay TV channels such as AMC, Bravo, CNN and Comedy Central. The service is available on PS4 and PlayStation 3 consoles.

Online:

<http://www.playstation.com>

ANGELA BASSETT TALKS PLAYING BOSS IN 'RAINBOW SIX' GAME

Angela Bassett is taking on the mantle of "Six," the codename for the leader of the elite counter-terrorism group depicted in the video game series "Tom Clancy's Rainbow Six."

Bassett was unveiled Monday during a Ubisoft news conference at E3 as the latest "Six" in the upcoming "Rainbow Six: Siege" installment of the publisher's long-running shooter series. The character has always been portrayed as male in past "Rainbow Six" games, as well as in Clancy's original novel.

"We've known for quite some time we've been looking to cast a female actress for 'Six'—this time around," said "Rainbow Six" animation director Scott Mitchell. "Angela Bassett was one of our top choices from the beginning. We were looking for someone who could deliver a strong, commanding performance."

In the game, players will portray one of several international operators under the command of Bassett's character, akin to "M" in the James Bond franchise. It's a formidable position that's not entirely foreign to the veteran actress. On film, Bassett has played the head of the Secret Service in "Olympus Has Fallen," a CIA chief in "This Means War" and an ambassador in "Survivor."

However, the technical requirements for capturing Bassett's virtual performance for "Rainbow Six: Siege," were all new to the "American Horror Story" star. She donned a motion-capture suit and performed within a high-tech sphere comprising hundreds of cameras focused on her facial experiences.

"It was a layering technique, which is very different from film, but it was very, very interesting," Bassett said.

Ahead of her E3 debut, Bassett spoke with AppleMagazine about her part in the game, which is set for release Oct. 13:





AM: Why were you interested in this role?

Bassett: I don't have much experience with video games, especially not at this high level. Whenever I get an opportunity to go in another direction, I do. I'm very aware of media and women in the media and the way we come across. I thought this would be a very strong look, as a woman and as a black woman. For myself, it's a way to keep current. I just wanted to have an opportunity to be part of something like that.

AM: Were you aware of the many criticisms how women and African-Americans are portrayed in games?

Bassett: I wasn't at first. I have a cousin who is very much into this world. He told me this would be a big, big, big deal. I said, "Really?" There have been opportunities in film where the part was a male, and they've changed it for me, and I've been able to bring it to life. I've always liked that. This was another opportunity to do that. To hear that in this world, women are not usually in this role, that was very exciting news to me.



AM: How did you interpret the role of the deputy director of Team Rainbow?

Bassett: I've often played that sort of character - the boss, the head, the one in charge. I've done it in various movies. In that respect, it was familiar to me, but the world of games, how they put it all together, that was a totally different and exciting to me. I was like a kid on the first day of school. I had lots of questions.

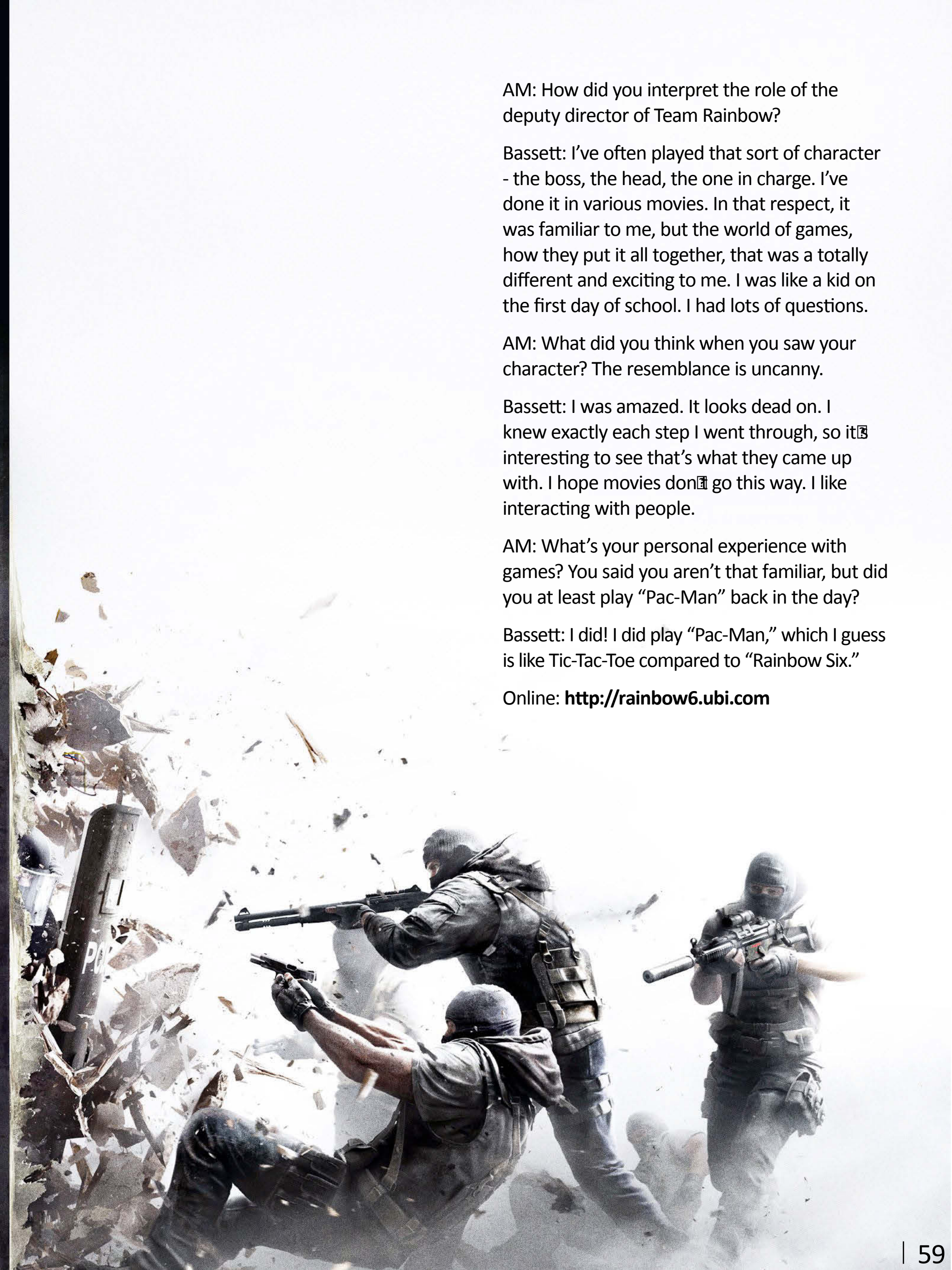
AM: What did you think when you saw your character? The resemblance is uncanny.

Bassett: I was amazed. It looks dead on. I knew exactly each step I went through, so it's interesting to see that's what they came up with. I hope movies don't go this way. I like interacting with people.

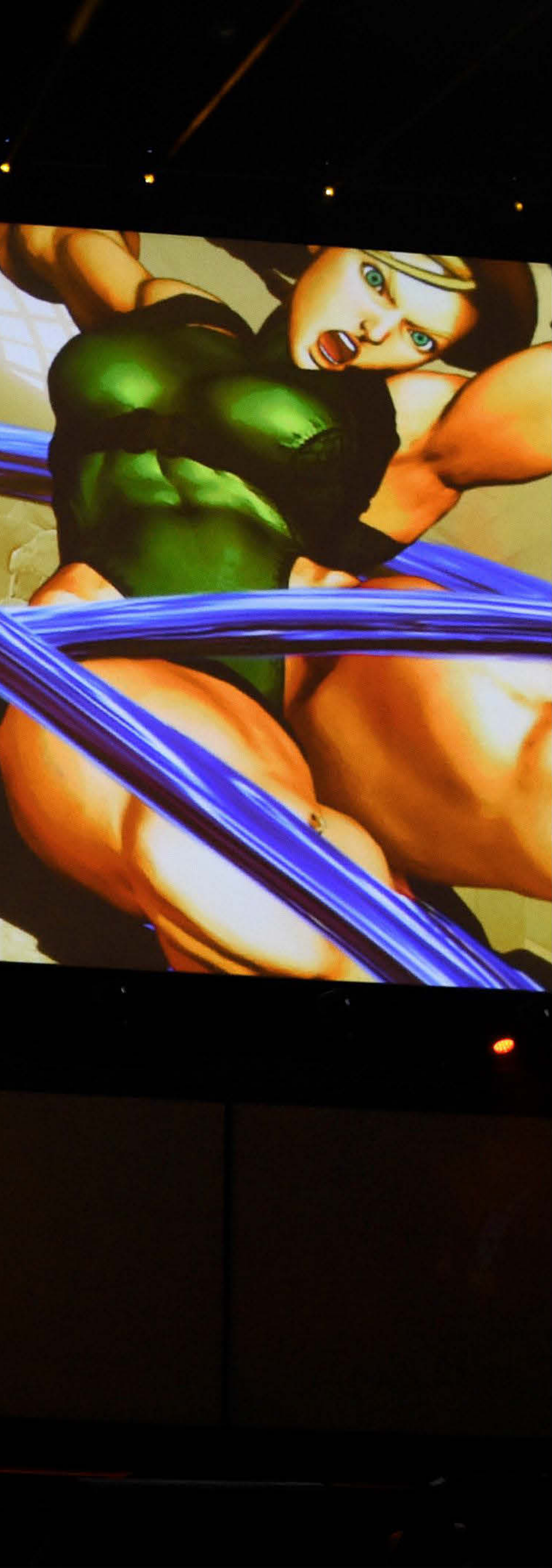
AM: What's your personal experience with games? You said you aren't that familiar, but did you at least play "Pac-Man" back in the day?

Bassett: I did! I did play "Pac-Man," which I guess is like Tic-Tac-Toe compared to "Rainbow Six."

Online: <http://rainbow6.ubi.com>







E3 BUZZ: WOMEN TRIUMPH, KINECT VANISHES AT E3

Seen and heard as the annual Electronic Entertainment Expo gears up for its three-day run at the Los Angeles Convention Center:

For the longest time, Lara Croft of “Tomb Raider” was the biggest female star in video games - mainly because she didn’t have much competition.

Things are changing, though, with game companies finally waking up to the realization that women make up nearly half of their audience. So at this year’s E3, we’re seeing more heroines like Emily Kaldwin, the assassin in Bethesda Softworks’ “Dishonored 2.” Microsoft’s “Beyond Eyes” tells the tale of Rae, a blind girl whose other senses are enhanced. Sony’s “Horizon: Zero Dawn” features a female hunter on a planet where mechanical dinosaurs run rampant.

Meanwhile, EA Sports’ “FIFA 16” brings women’s teams to the soccer pitch. Rooftop-running athlete Faith makes her long-awaited return in Electronic Arts’ “Mirror’s Edge Catalyst.” And, of course, Lara herself is back in Square Enix’s “Rise of the Tomb Raider.”

There are also games like Bethesda’s “Fallout 4,” EA’s “Mass Effect: Andromeda” and Ubisoft’s “Assassin’s Creed: Syndicate” that let you play as either a man or a woman. And even ultra-macho military franchises like “Halo” and “Gears of War” include female warriors in their squads.

Also encouraging: More women have appeared this year on the E3 stages where companies are showcasing their new games. “Mirror’s Edge,” EA’s “Star Wars: Battlefront” and Ubisoft’s “Rainbow Six: Siege” were just a few of the high-profile titles presented by female developers. As “Beyond Eyes” director Sherida Halatoc put it, “If we open ourselves up to new experiences, it can be a beautiful world.”

Five years ago, Microsoft introduced its Kinect motion control device with a flamboyant E3 extravaganza starring Cirque du Soleil.

This year? Kinect didn't even merit a mention at Microsoft's Xbox show. One presenter blurted a Kinect voice command, but the device itself doesn't even appear in most pictures of the Xbox One.

Sony, which has put far less emphasis on its PlayStation Move doodad, didn't bother mentioning during its presentation. At least Nintendo's Wii U still incorporates the gimmick, last time we checked.

So what's taking motion control's place? "Virtual reality," with both companies promising immersion in three-dimensional worlds via wraparound headsets. Microsoft's has adopted the Oculus Rift for use with the Xbox One and PCs; Sony has its own Project Morpheus.

Can virtual reality thrive where motion control stumbled? We'll check back in 2020.

Celebrities, no matter how much we love them, don't thrive during E3 presentations. The attendees are there for computer-generated spectacle, not to watch Kobe Bryant fumble with video-game controls (as he did in 2011).

So even an undisputed legend like Pele, who appeared this year to promote "FIFA 16," can bring the show to a screeching halt. Jason Derulo may be a chart-topper, but he wins this year's Flo Rida Memorial Trophy for Awkward Performance promoting Ubisoft's "Just Dance." Neither was greeted with the kind of applause that was received by video game designer Fumito Ueda, creator of the cult classics "Ico" and "Shadow of the Colossus," and the new "The Last Guardian."

But then we have Matt Stone and Trey Parker, the brains behind "South Park." They





surprised the Ubisoft audience with a trailer for the forthcoming “South Park: The Fractured but Whole,” then treated us to a profanity-filled Q&A with host Aisha Tyler. Stone acknowledged saying they’d never make another game after last year’s “The Stick of Truth,” but joked that they’d just figured out what they were doing by the end of that game’s development and didn’t want to let it go to waste.

He expressed all that in words I can’t repeat in an AP story. That’s knowing your audience.

Buzziest game announcements of the pre-E3 showcases:



- Bethesda's postapocalyptic role-playing epic "Fallout 4."
- Sony's boy-meets-monster love story "The Last Guardian."
- EA's parkour-happy "Mirror's Edge Catalyst."
- Sony's "Dreams," a freaky dive into the unconscious mind for the creators of "LittleBigPlanet."
- Ubisoft's "South Park: The Fractured but Whole," in which the boys become superheroes.



BETHESDA KICKS OFF E3 WITH 'DOOM,' 'FALLOUT 4'

Bethesda jump started the Electronic Entertainment Expo by showing off the latest installments of "Fallout" and "Doom."

The video game publisher launched this year's annual video game extravaganza Sunday night with its first-ever E3 press conference at the Dolby Theatre.

Bethesda Softworks spent most of its 90-minute briefing showcasing scenes from both a new edition of the hellish first-person shooter "Doom" and the post-apocalyptic role-playing saga "Fallout 4."

"I think we can all agree that tonight starts a week with E3 that is the world's best week of entertainment ever," said Bethesda Game Studios director Todd Howard.

Howard went on to detail how the character creation, settlement construction and combat systems work in "Fallout 4" amid the game's virtual rendition of Boston plagued by a nuclear attack. He announced "Fallout 4" would be released Nov. 10.

In addition to "Fallout 4," Howard said a mobile simulator game called "Fallout Shelter" would debut immediately following the conference, and a companion app that mimics the game's Pip-Boy doodad on smartphones would come out alongside "Fallout 4" this fall.

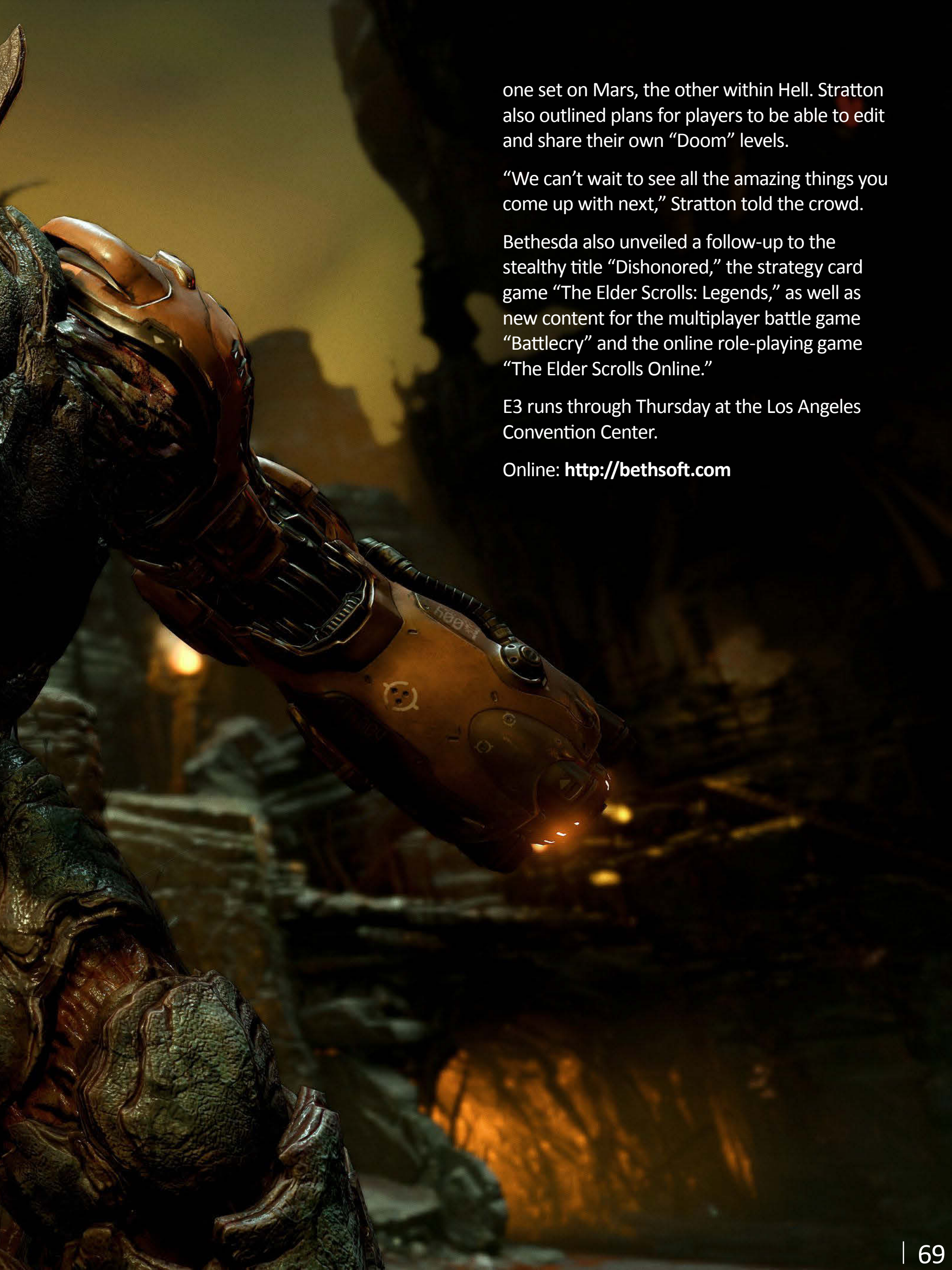
"Yes, it's a second-screen experience," said Howard. "Usually, I find second-screen experiences are generally just stupid gimmicks, but as far as stupid gimmicks go, it's the best (expletive) one."

The briefing began with id Software executive producer Marty Stratton unearthing a new "Doom," which is set to debut in spring 2016. The demon-blasting action focused on shotgun shooting and skull cracking on a pair of levels:









one set on Mars, the other within Hell. Stratton also outlined plans for players to be able to edit and share their own “Doom” levels.

“We can’t wait to see all the amazing things you come up with next,” Stratton told the crowd.

Bethesda also unveiled a follow-up to the stealthy title “Dishonored,” the strategy card game “The Elder Scrolls: Legends,” as well as new content for the multiplayer battle game “Battlecry” and the online role-playing game “The Elder Scrolls Online.”

E3 runs through Thursday at the Los Angeles Convention Center.

Online: <http://bethsoft.com>

YOUTUBE TO LAUNCH APP, SITE DEDICATED TO GAMING

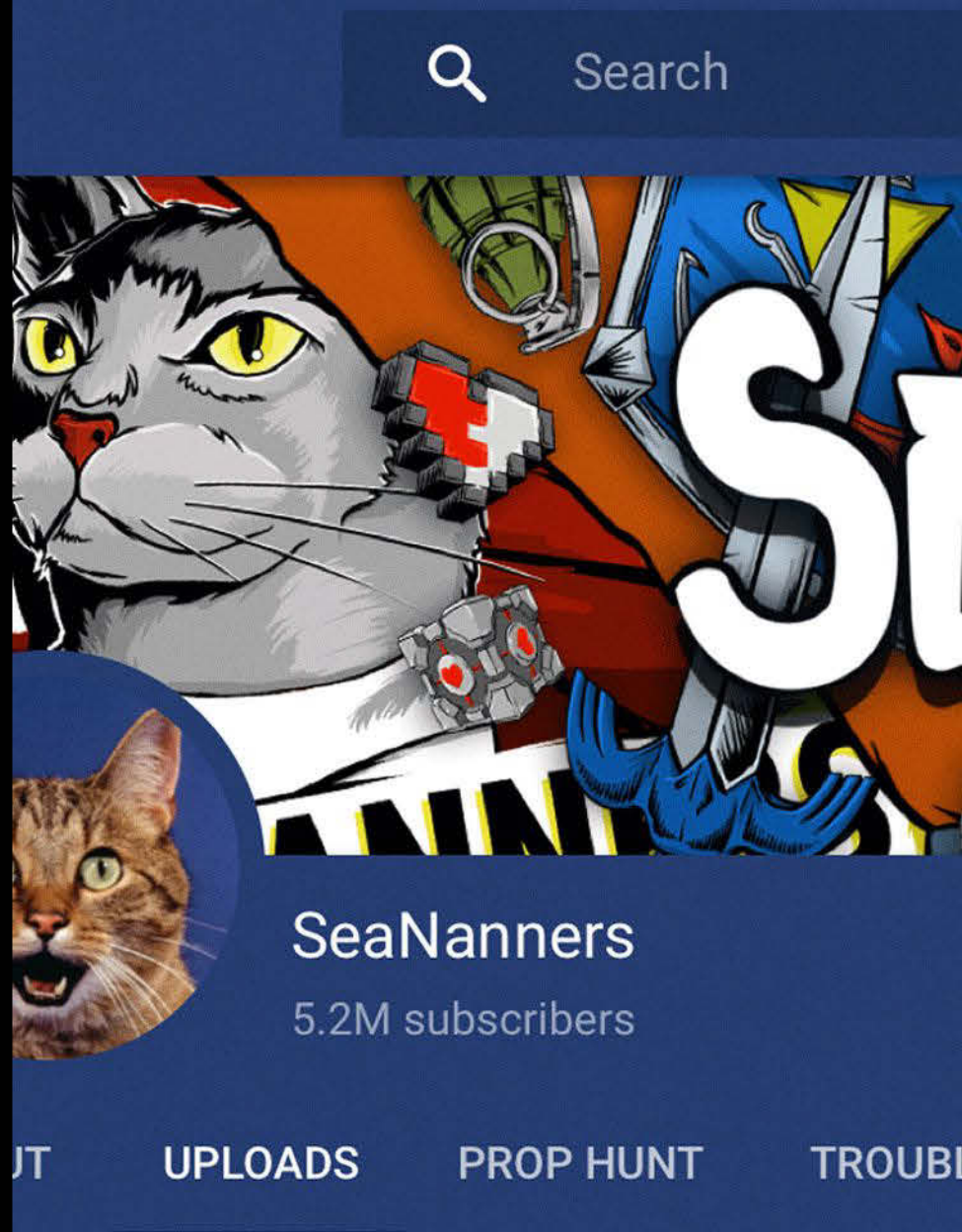
YouTube is seeking to win over gamers.

The online video giant announced plans ahead of next week's Electronic Entertainment Expo to launch a separate app and site specifically for fans of video games.

Ryan Wyatt, YouTube's global head of gaming content, unveiled YouTube Gaming during an event Friday at YouTube Space LA, one of the site's production facilities. He said YouTube Gaming will be a destination for users to find gaming videos, live streams and Internet personalities.

"Despite the crazy usage that gaming drives on YouTube, we've never really built gamers the experience that they deserve," said Wyatt. "That's something that changes today."

The app and site, which is scheduled to debut in the U.S. and U.K. later this summer, will feature individual pages dedicated to more than 25,000 games.



GTA 5 HOOD LIFE (Grand Theft Auto 5 Online Multiplayer)

16 hours ago • 905K views





LE IN TERRORIST TOWN

THE HIDDEN

GARRY'S MOD MURDER

HIDE AND SEEK!

GA

NEWEST - OLD



PEEPING TOM (Garry's Mod Prop Hunt)

1 day ago • 1M views



ZOMBIE GOAT & BIG ANNOUNCE
(Goat Simulator)

2 days ago • 766K views



YouTube product designer Jonathan Terleski demonstrated that if a user began searching for the word “call” on the YouTube Gaming app, the military shooter “Call of Duty,” not the Carly Rae Jepsen tune “Call Me Maybe” would appear first.

YouTube is also seeking to make it easier for users to broadcast live and competitive gaming, known as e-sports, by creating singular links that can be shared, removing the need to schedule a broadcast and promoting live broadcasts.

“YouTube Gaming is built from the ground up for gamers, by gamers,” said Wyatt. “No longer is gaming going to be lost in a sea of content. We’re unleashing a brand-new user experience that puts games front and center. That includes live gaming, as well.”

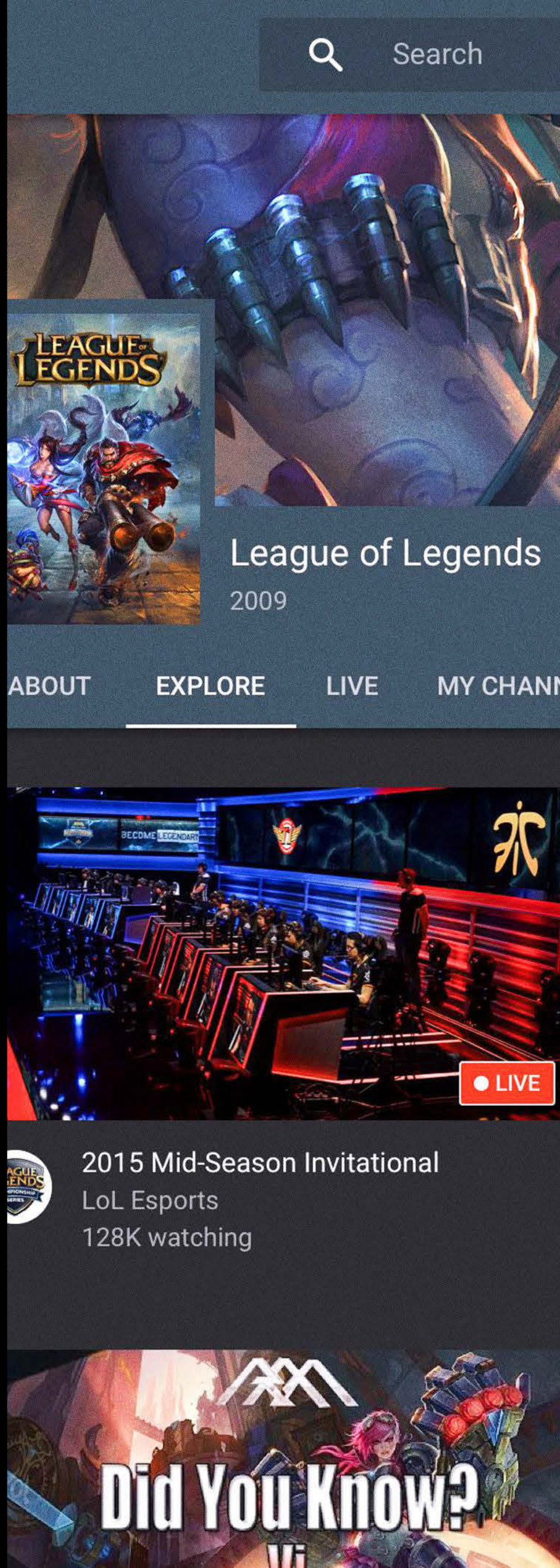
The move by Google-owned YouTube takes direct aim at Twitch, the gaming-centric streaming video site acquired by Amazon last year for nearly \$1 billion. While YouTube remains the dominant online video site, Twitch has solidified itself over the past three years as a destination to stream gameplay from such titles as “League of Legends” and “Counter-Strike: Global Offensive.” Twitch now boasts 100 million users who watch 1.5 million broadcasters a month.

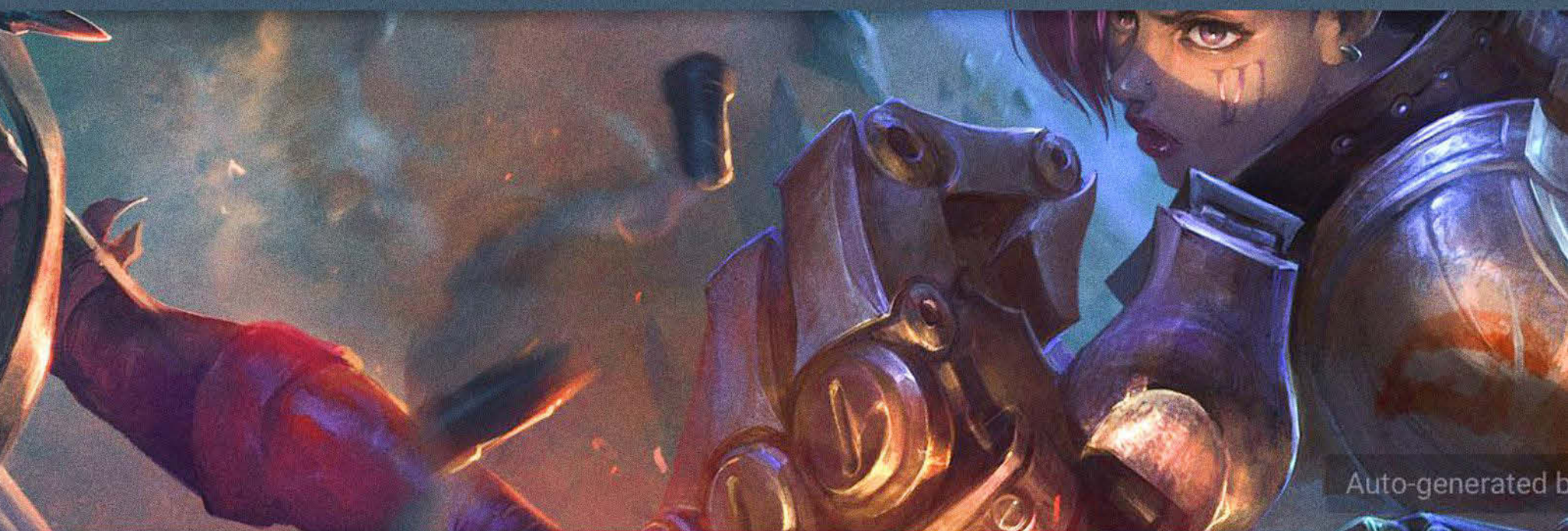
“We welcome new entrants into the growing list of competitors,” said Matthew DiPietro, Twitch’s vice president of marketing, in a statement.

“Gaming video is obviously a huge market that others have their eye on. It inspires us to work even harder to make the community proud.”

YouTube Gaming will be previewed at YouTube’s booth on the E3 show floor beginning Tuesday.

The announcement of YouTube’s renewed focus on gaming once again signals the importance of online video on the eve of E3, the gaming industry’s annual trade show. While the interactive extravaganza is no longer broadcast live on TV cable channels such as Spike and





CHANNELS POPULAR LET'S PLAYS REVIEWS FROM RIOT GAMES



Bronze Moments - Episode 30 (League of Legends)

MachinimaRealm

2 hours ago • 342K views



League of Legends Top 5 Plays
220

Protatomonster

1 day ago • 362K views



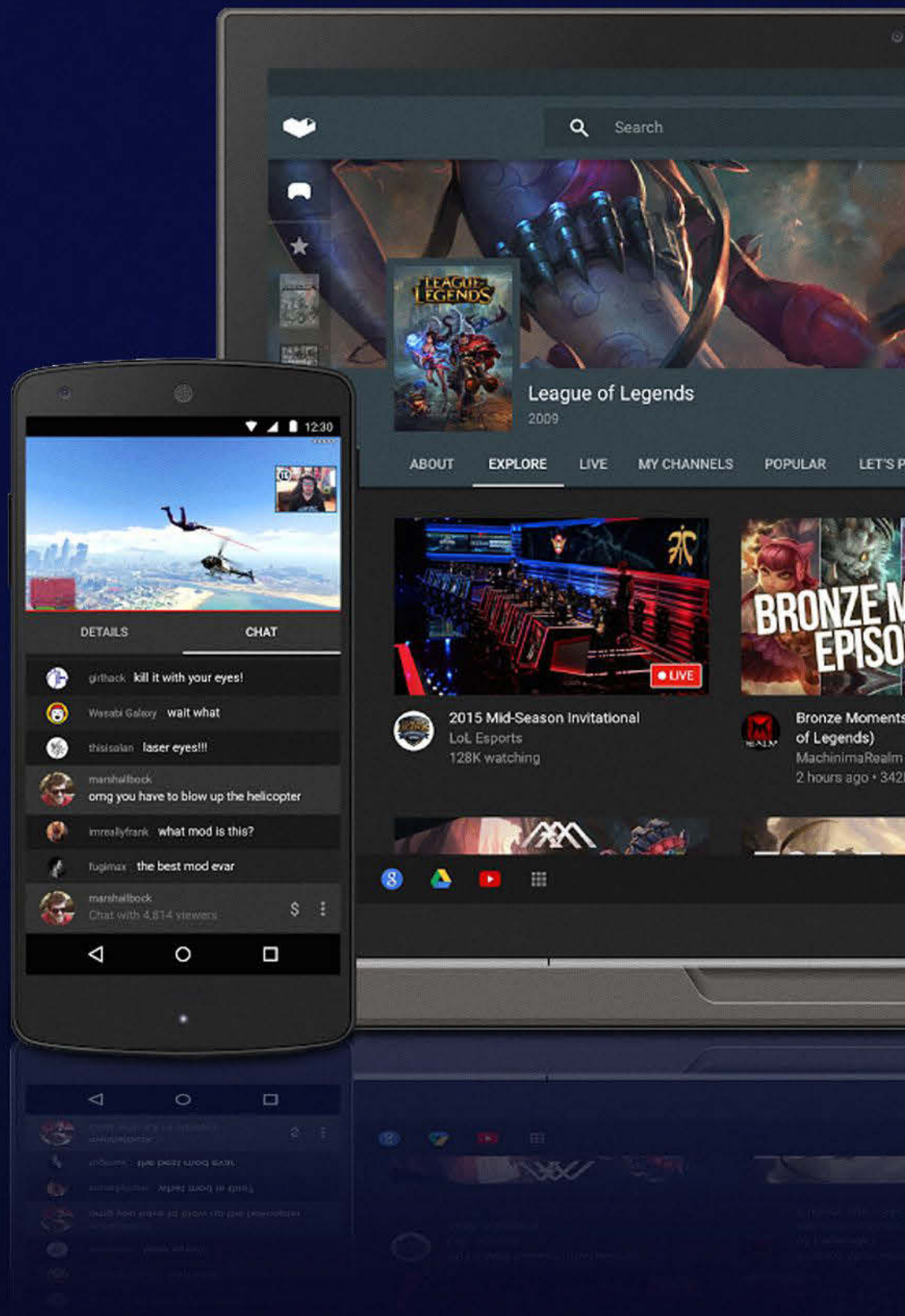
G4, the surprise-laced press conferences and flashy game demonstrations attract millions of viewers on YouTube, Twitch and other online streaming services.

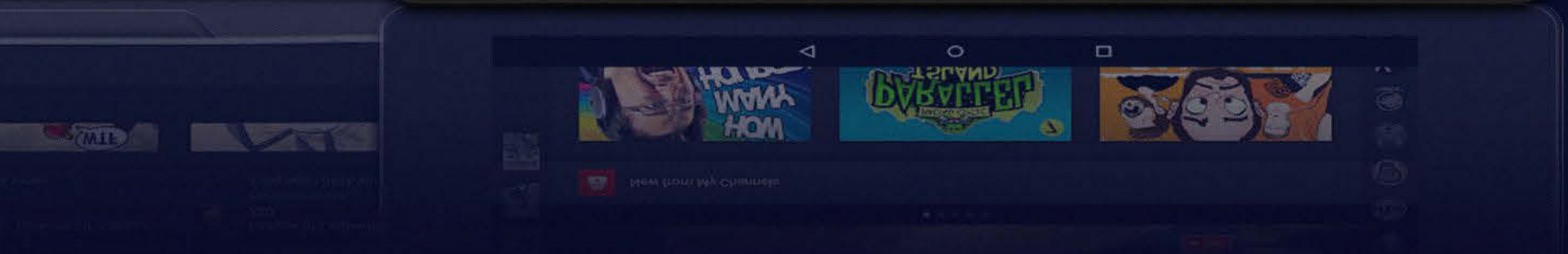
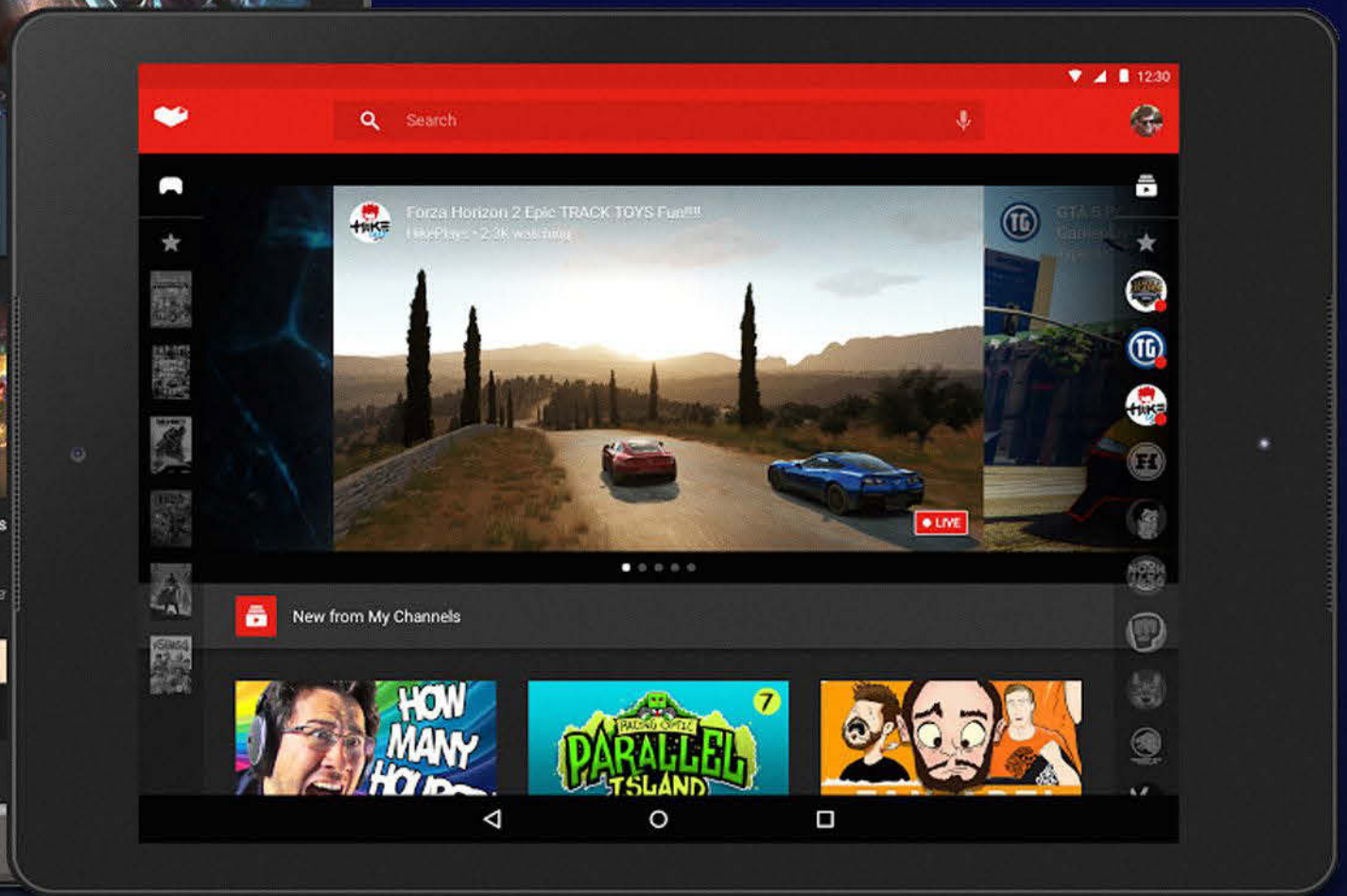
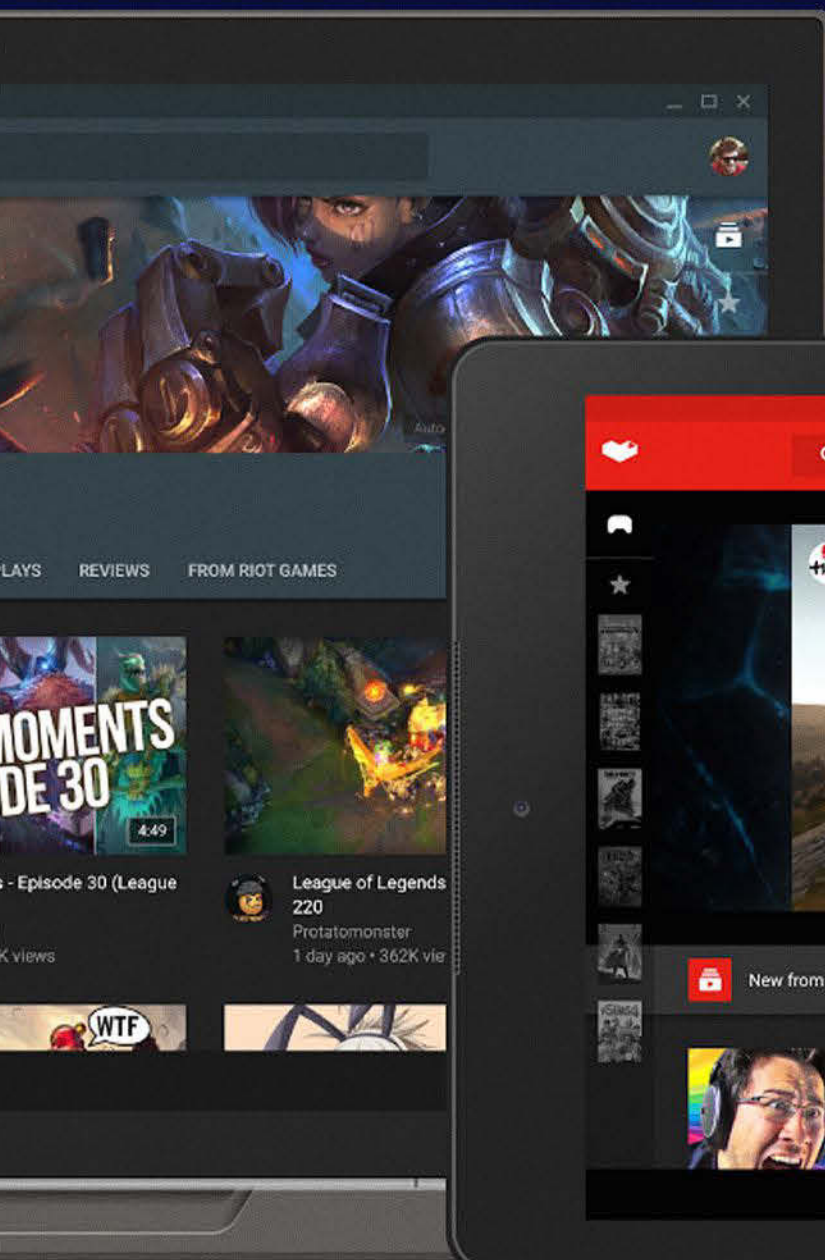
“The way you reach a gamer today is very different than the way you would 20 or even 10 years ago,” said Michael Gallagher, president of the Electronic Software Association, which organizes E3.

“It’s more direct. The consumers want the experience of video game debuts through the eyes and voices of true gamers,” Gallagher continued. “Now, those true gamers who can speak with enthusiasm about a new ‘Fallout’ or ‘Call of Duty’ are able to do it live and in person through streaming technology. It’s another example how the industry has matured and grown beyond traditional forms of media.”

Online:

<http://gaming.youtube.com>









THE 2015 WWDC: WHAT'S NEXT

WHAT APPLE DIDN'T SHOW IN
THE WWDC KEYNOTE



MANY EXCITING DEVELOPMENTS LEFT OUT OF THE KEYNOTE

We learned a lot about the future direction of the world's most valuable company in the (as usual) eagerly anticipated keynote speech at the latest Worldwide Developers Conference (WWDC) earlier this month. It was certainly an event not short of big product and software announcements - **from a new iGadget News app and expanded support for Apple Pay to the unveiling of OS X El Capitan.** But what didn't we hear about?

The short answer to that question, it turns out, is "quite a lot". Let us, therefore, sift through just some of the unconfirmed reports and stories that have eked out since the WWDC festivities came to a close on June 12 - beginning with the latest news on the Apple TV.



THE WAIT FOR A NEW APPLE TV CONTINUES

A lot of observers expected something big to do with the Apple TV to happen at the event, especially as it has now been three years since it was given a refresh, **with a new version of the set-top box also once predicted to break cover at Apple's Spring Forward event earlier this year.**

That event only saw the announcement of a price cut for the current model and a link-up with HBO, and then at WWDC, the Apple TV made no appearance at all. **According to The New York Times, Apple had been planning as recently as mid-May to draw attention to new Apple TV hardware at the latest San Francisco event,** together with an enhanced remote control and a developers' toolkit for the creation of apps for the entertainment device.

However, the newspaper's Brian X. Chen said that "those plans were postponed partly because the product was not ready, according to two people briefed on the product." It does seem pretty certain that a new Apple TV is on the way, though, AppleInsider having suggested that it could be released "this fall, though that may depend on whether a rumored subscription TV service is in tow."



Still, the non-appearance of a revamped Apple TV at WWDC was a shock for some people - **suggestions having even been made that a 'black box' in the center of the kaleidoscopic banner promoting the event depicted an Apple TV.** The news that there would be no actual version of the set-top box at the event led one observer to resignedly dismiss the graphic as "just a boring old app icon".



when I get home"
tap to edit

Remind you when you
at home:

Reminder

each Escapes - Jetsetter



Remove

Search

9:41 AM

SIRI SUGGESTIONS



Nisha



David



Erin



Twitter



KAYAK



Instagram

NEARBY



Food



Drink



Shopping



Fun

NEWS



NASA Curiosity Rover Captures Sunset On Mars

Sunsets on Earth can be some of the most beautiful and breathtaking natural phenomena to watch and photograph. But...

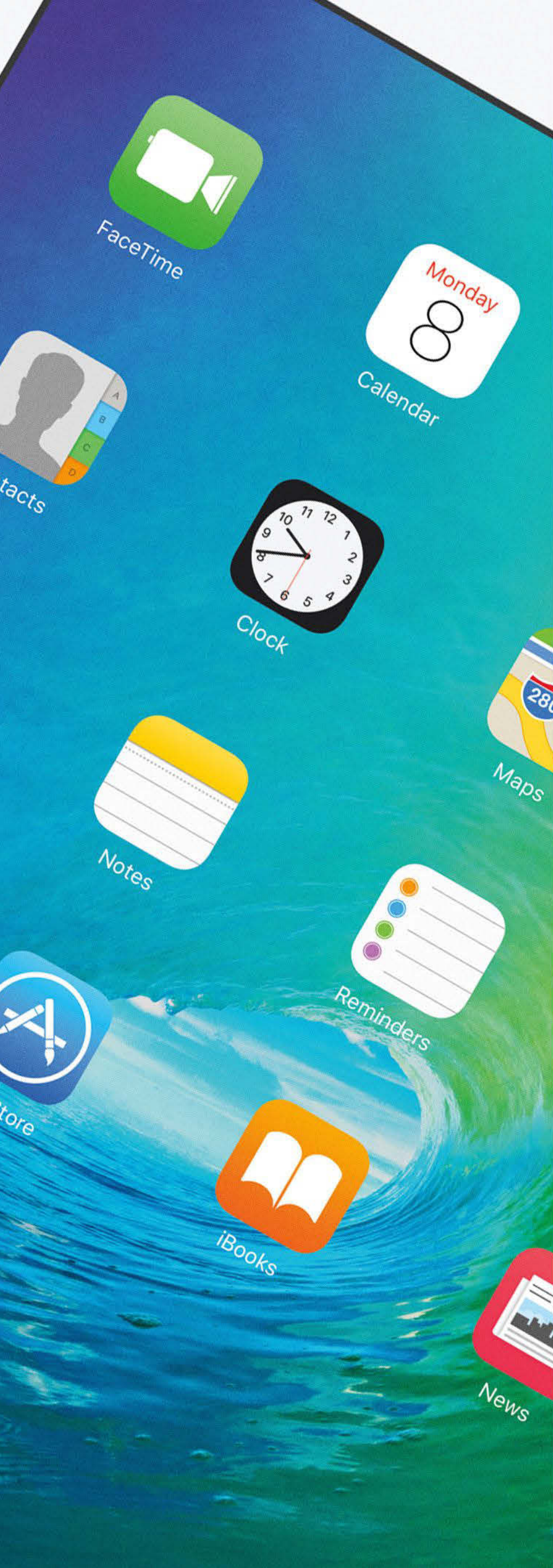
huffingtonpost.com - today



Healthy diet may improve memory, says study - CNN.com







SOME SERIOUSLY REVEALING iOS 9 CODE

As a matter of fact, we can be fairly sure about a host of unreleased Apple products and features, thanks to a series of revelations in the current iOS 9 beta code.

We have the noted iOS developer Steve Troughton-Smith to thank for pointing out the mention of Apple TV in both UIKit and GameKit, the interface and multiplayer gaming frameworks that are usually centered on the iPhone and iPad.

Such a finding definitely points to a bigger role in future for the longtime Apple "hobby", an updated variant of the set-top box now expected to incorporate an App Store, which on the above evidence, might include games. But it's not the only thing that we have learned from the early iOS 9 code, as it was reported that an even larger iPad keyboard also appears to be contained within. There is said to be support for not only a shortcut bar, but also Tab and Caps Lock keys.

What does this enlarged keyboard - in Troughton-Smith's words, with its link to "a much larger heretofore unseen iPad screen size" - point to? Well, **it certainly backs up the longstanding rumor of a 12.9-inch 'iPad Pro'**, which it has been said will be aimed at "prosumers" who would appreciate more advanced features for making their tablet as useful for work as for play.

Although it seemingly wasn't ready for WWDC, we see no reason why the larger

iPad couldn't finally break cover in the second half of this year. If and when it does, we can also reportedly expect a 2732 x 2048 screen resolution, which would far dwarf that of any previous Apple tablet.





IPHONE 7 CAMERA IMPROVEMENTS

There's no question that today's era of popular photography is emphatically that of the 'selfie', with the likes of selfie apps and selfie sticks proliferating. So, how does Apple respond to this with its similarly popular smartphone? The answer is... by ensuring that it can take amazing selfies itself, even in the dark.

That's just one thing that we have heard will define the front-facing camera of the next, seventh generation iPhone. Whereas the cameras on the existing iPhone 6 and iPhone 6 Plus shoot at 720p and do not have a flash, the rumor pages are suggesting that the next version of the handset very much will have a flash incorporated into its FaceTime camera. **A developer named Hamza Sood said that this snapper would be able to capture videos in 1080p and at 240 frames per second slow motion.**

While such camera enhancements will certainly excite those looking to purchase the latest Apple smartphone in order to make the most of iOS 9, even those who simply choose to download the software onto their existing iDevice aren't likely to be dissatisfied by the experience that it provides. That's because **9to5Mac has suggested that the latest iOS will be specifically optimized to work well on older generation devices.** That would make for a leaner, faster iOS for a much wider range of users.

FAST ENHANCEMENTS TO APPLE WATCH

It might not have escaped your attention that Apple also gave the latest software for its still only two-month old Watch an airing at WWDC - and all of the indications so far are that it's an even zippier and more meaningful upgrade for the device that we first thought.

The watchOS 2 software won't become available until the fall, **yet we're already hearing about all of the incredible things that third-party apps will be able to do**, including the generation of Passes to work with Passbook - which iOS 9 will rename as Wallet - and the direct dialing of phone numbers. It

will also be possible to record audio directly from your wrist before using it in messages and notes - perfect if you need to quickly dictate information.

It's interesting to observe just how quickly Apple has got to work on improving the Watch - the extra functionality that watchOS 2 introduces almost akin to us already getting a 'Watch 2'. It is certainly a change from the incremental updates that we got following the first generation iPhone software, and demonstrates that the boys at Cupertino are far from complacent about the fortunes of this already staggeringly successful wearable.



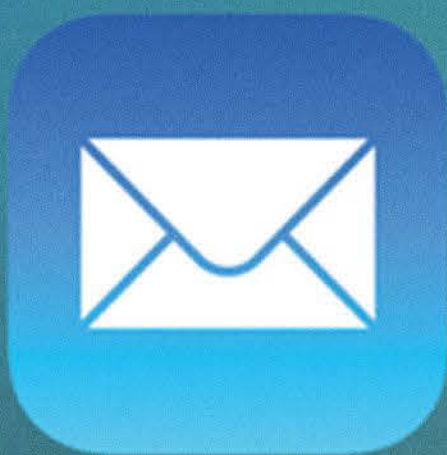




Settings



Safari



Mail



Music



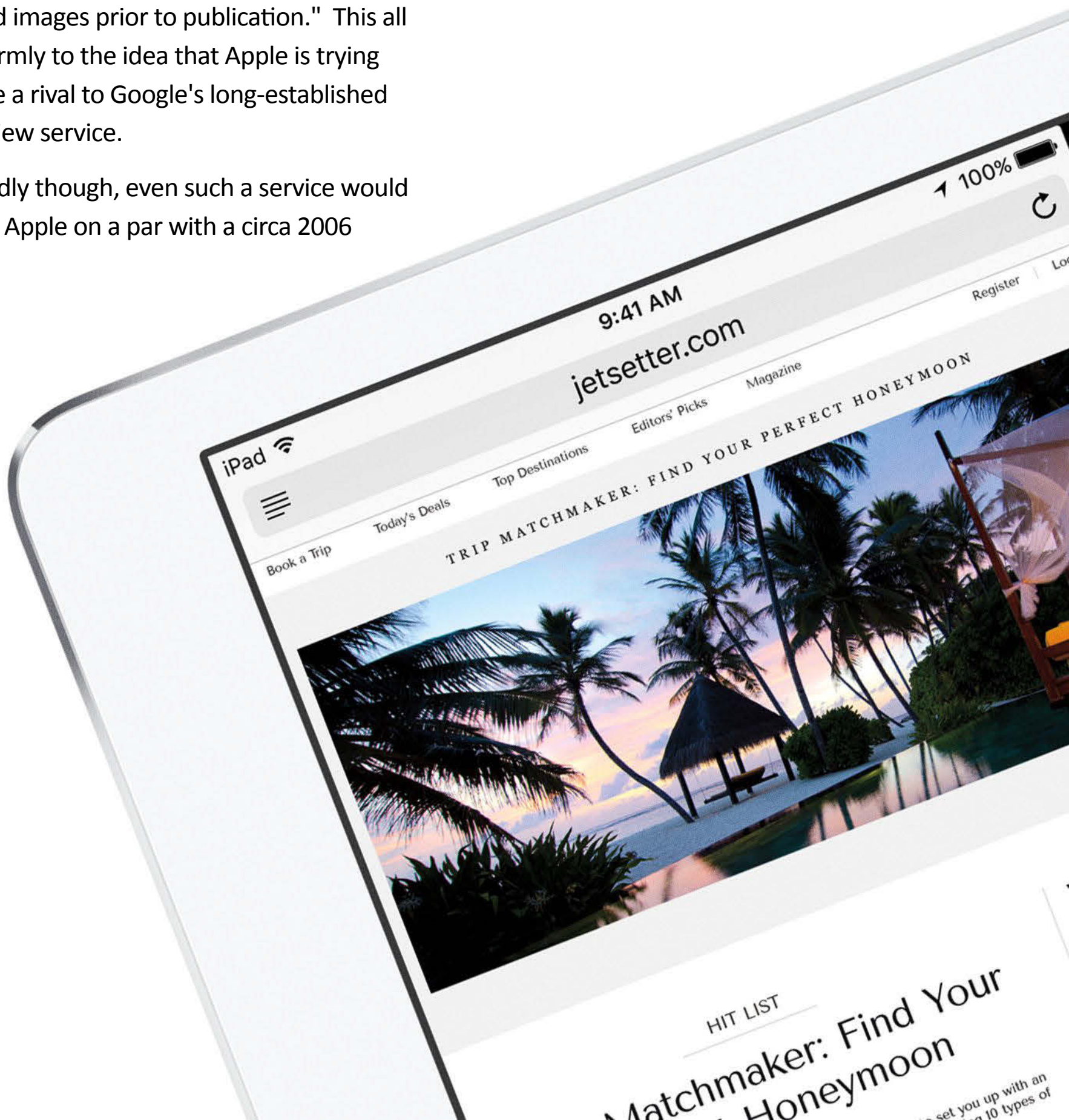


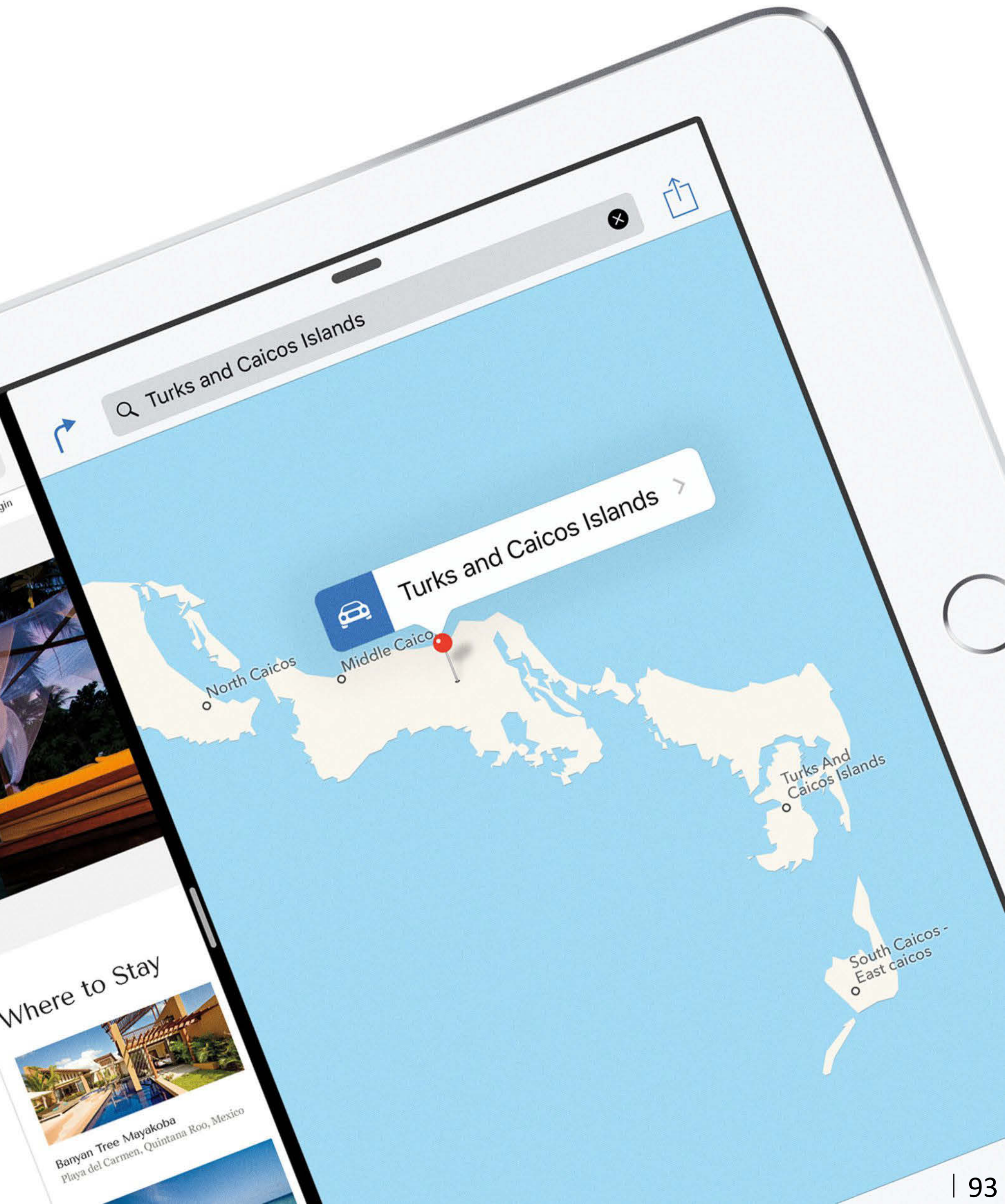
MAPS ALSO A RENEWED FOCUS

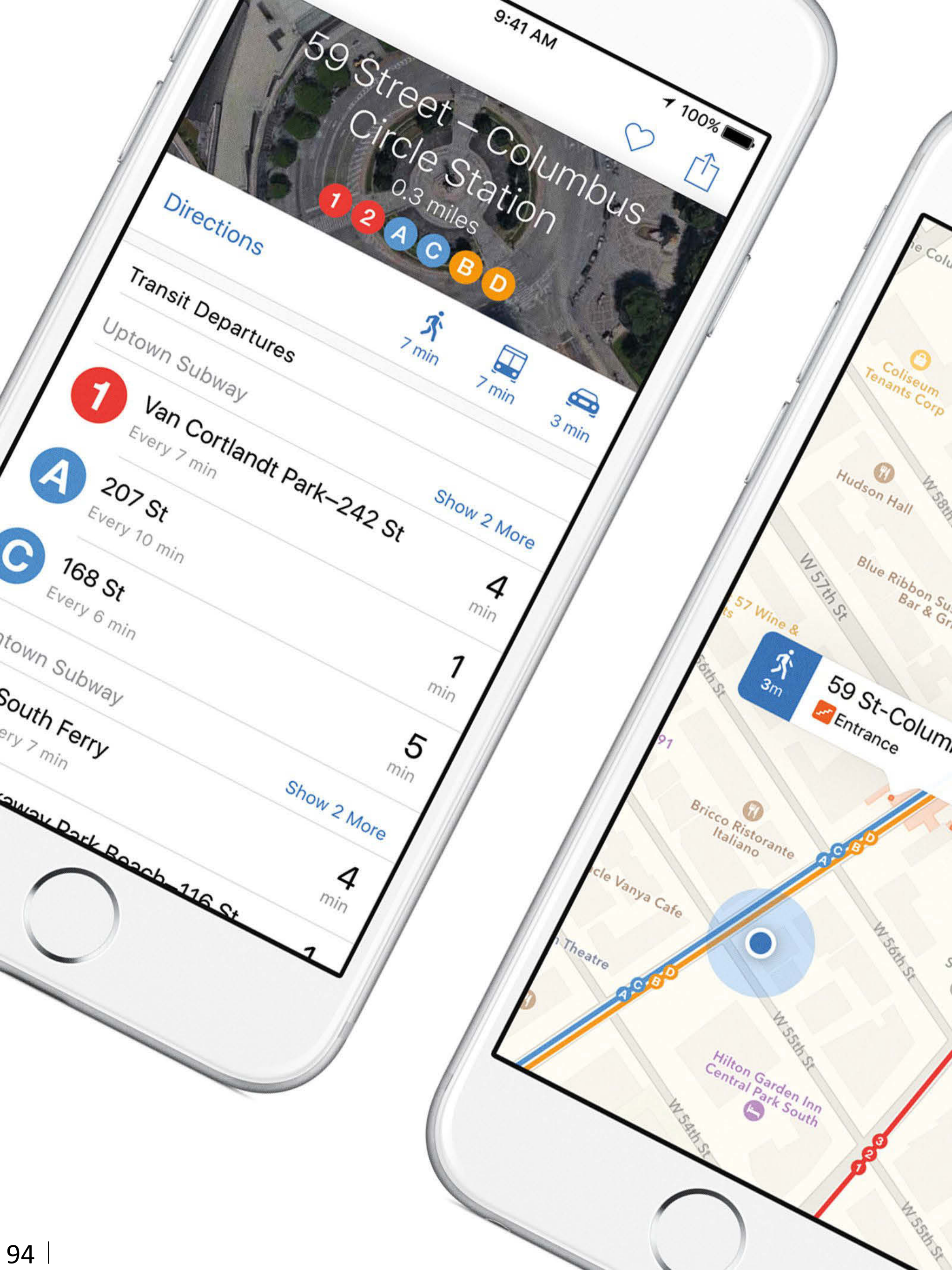
Finally, no one keeping track of Apple's post-WWDC goings-on could possibly miss the fact that it is now sending cars onto American, British and Irish streets to gather data for improving its Maps service.

The fact that images were to be among that data was effectively confirmed by a statement on the news on Apple's website that it would "blur faces and license plates on collected images prior to publication." This all points firmly to the idea that Apple is trying to create a rival to Google's long-established Street View service.

Admittedly though, even such a service would only put Apple on a par with a circa 2006







9:41 AM

100%

59 Street - Columbus Circle Station
0.3 miles

Directions

Transit Departures

7 min

7 min

3 min

1

Van Cortlandt Park-242 St
Every 7 min

A

207 St
Every 10 min

C

168 St
Every 6 min

Show 2 More

4 min

1 min

5 min

Show 2 More

4 min

1

Uptown Subway

South Ferry
Every 7 min

Bayway Park Beach-116 St

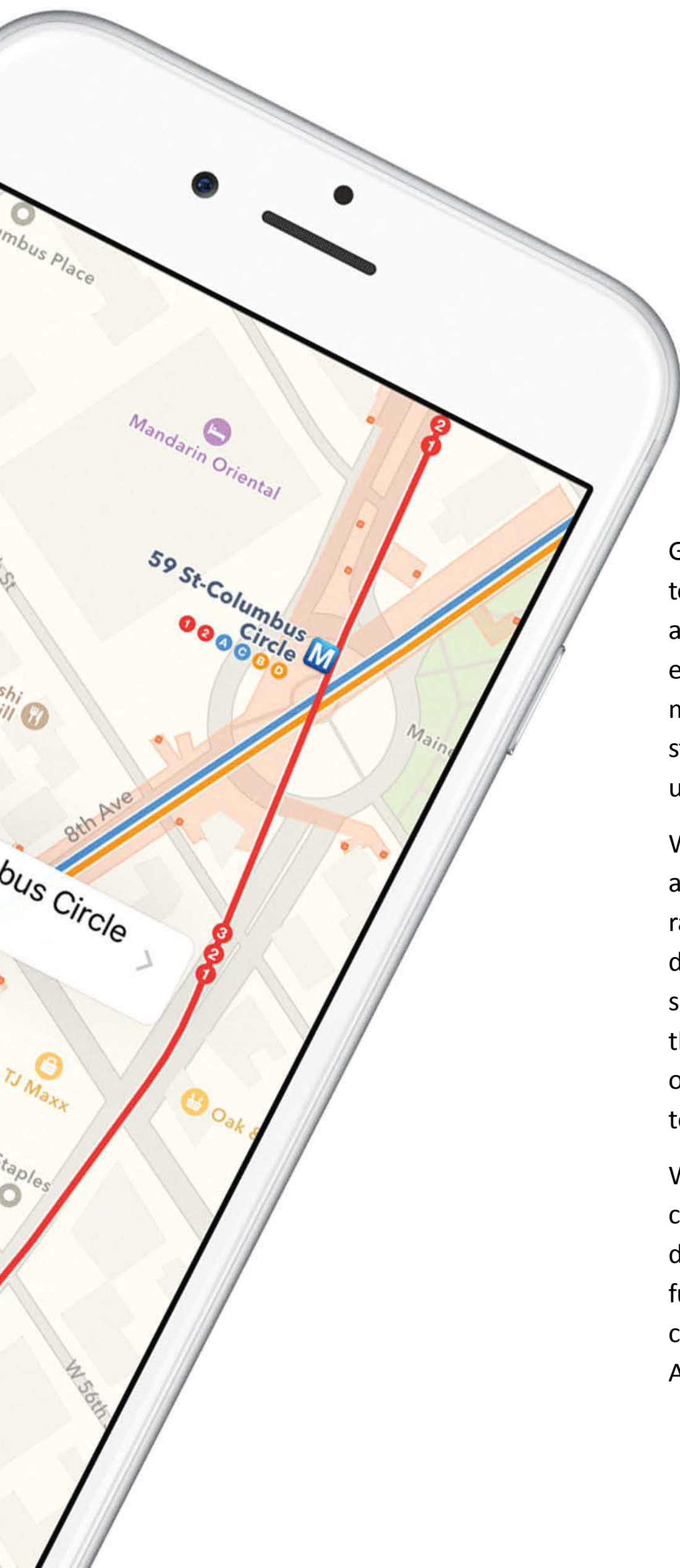
59 St-Columbus Circle Entrance

3m

Bricco Ristorante Italiano

Circle Vanya Cafe

Hilton Garden Inn Central Park South



Google in this area. To truly take the challenge to the search giant in the year 2015 as far as mapping is concerned, one would surely expect the Cupertino firm to create much more detailed and nuanced maps of city streets, as Google and others are currently using to assist self-navigating vehicles.

Who knows... if there are other data acquisition systems in those cars such as radar or laser scanners, Apple might be doing precisely this. But it remains to be seen what exactly the company is up to in this area, as could be said of so many areas of the work of this still notoriously secretive technology trailblazer.

Whatever you think of Apple, it is still coming up with new and exciting ideas and developments, as will doubtless play out in fuller form in the months to come. Really - could there be a more exciting time to be an Apple fan? ■

by Benjamin Kerry & Gavin Lenaghan

ONCE-OUTSTED TWITTER CEO GETS 2ND CHANCE TO RUN SERVICE

Twitter once dumped co-founder Jack Dorsey as its CEO because he was deemed unqualified for the job. Now, the short-messaging service is giving Dorsey a second chance, at least temporarily, to prove he can turn Twitter into a profitable business and lure more people into sharing tidbits of news, entertainment, insight and tedium.

Dorsey's return as Twitter's interim CEO, effective July 1, is the latest peculiar twist at a San Francisco company teeming with the drama of a soap opera through much of its nine-year history.



Even Twitter's origins are a matter of dispute. Dorsey has said he came up with the idea on his own while at a San Francisco playground. That accounts conflicts with another Twitter co-founder, Noah Glass, who said he and Dorsey came up with the concept while sitting in a car parked on a rain-slickened street in San Francisco at the end of an evening drinking vodka.

Here's a quick look at the cast of characters that have passed through Twitter's revolving CEO door:

JACK DORSEY

A one-time punk rocker who once wore a nose ring, Dorsey is sometimes touted as the technology industry's next Steve Jobs - a comparison that he has never discouraged.

Dorsey's appointment as Twitter's interim CEO draws more parallels with Jobs, Apple's co-founder. After being ousted from Apple in the mid-1980s, Jobs came back as the company's interim CEO in 1997 and then stayed on oversee the creation of the iPod, iPhone and iPad.

While running Apple, Jobs also was CEO of computer animation pioneer Pixar. Dorsey, 38, will remain CEO at another San Francisco company, mobile payment processor Square, while guiding Twitter.

Dorsey should be highly motivated to lift Twitter's stock price, which has plunged by about 30 percent since the late April release of its first-quarter results amplified investor concerns about the company's uninterrupted history of losses. He owns a 3.6 percent stake in Twitter currently worth about \$850 million.





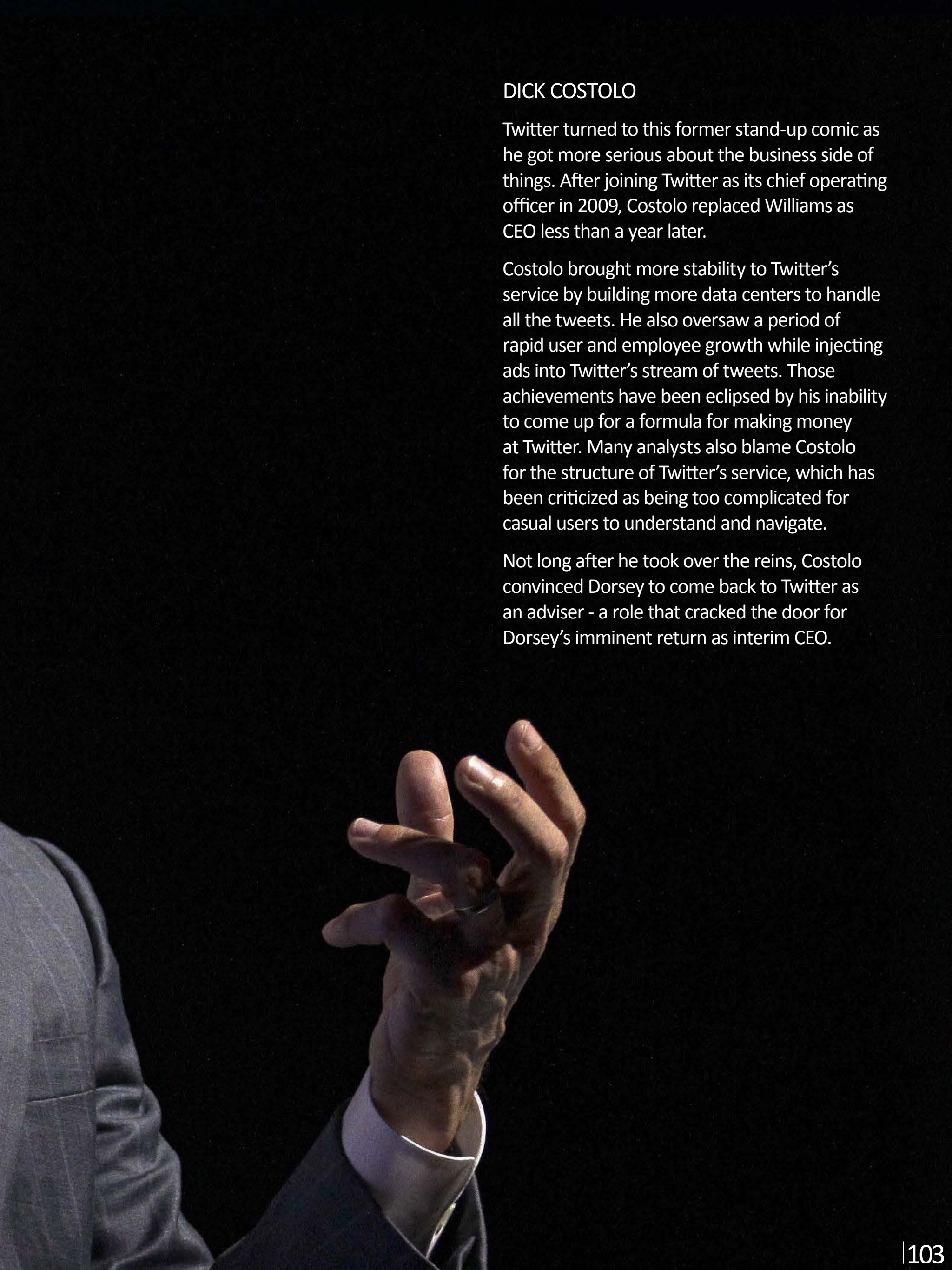
EVAN WILLIAMS

Williams, a Twitter co-founder who grew up as a Nebraska farm boy, cast aside Dorsey as CEO in 2008. At that time, Williams was considered to be a better suited leader as Twitter tried to mature from a fun-loving startup plagued by frequent service outages.

As part of the change in command, Dorsey handed over the voting rights of his Twitter stock to Williams. Dorsey regained those rights when Twitter completed its initial public offering of stock in November 2013.

Williams remains a Twitter director and the company's largest stockholder with a 7.8 percent stake worth \$1.8 billion.





DICK COSTOLO

Twitter turned to this former stand-up comic as he got more serious about the business side of things. After joining Twitter as its chief operating officer in 2009, Costolo replaced Williams as CEO less than a year later.

Costolo brought more stability to Twitter's service by building more data centers to handle all the tweets. He also oversaw a period of rapid user and employee growth while injecting ads into Twitter's stream of tweets. Those achievements have been eclipsed by his inability to come up for a formula for making money at Twitter. Many analysts also blame Costolo for the structure of Twitter's service, which has been criticized as being too complicated for casual users to understand and navigate.

Not long after he took over the reins, Costolo convinced Dorsey to come back to Twitter as an adviser - a role that cracked the door for Dorsey's imminent return as interim CEO.

TOP Free Apps

iOS



#01 – Fallout Shelter

By Bethesda Softworks LLC

Category: Games

Requires iOS 7.0 or later. Compatible with iPhone, iPad, and iPod touch.

This app is optimized for iPhone 5, iPhone 6, and iPhone 6 Plus.



#02 – Facebook Messenger

By Facebook, Inc.

Category: Social Networking

Requires iOS 7.0 or later. Compatible with iPhone, iPad, and iPod touch.

This app is optimized for iPhone 5, iPhone 6, and iPhone 6 Plus.



#03 – Facebook

By Facebook, Inc.

Category: Social Networking

Requires iOS 7.0 or later. Compatible with iPhone, iPad, and iPod touch.

This app is optimized for iPhone 5, iPhone 6, and iPhone 6 Plus.



#04 – YouTube

By Google, Inc.

Category: Photo & Video

Requires iOS 6.0 or later. Compatible with iPhone, iPad, and iPod touch.

This app is optimized for iPhone 5.



#05 – Instagram

By Instagram, Inc.

Category: Photo & Video

Requires iOS 6.0 or later. Compatible with iPhone, iPad, and iPod touch.

This app is optimized for iPhone 5, iPhone 6, and iPhone 6 Plus.



#06 – Snapchat

By Snapchat, Inc.

Category: Photo & Video

Requires iOS 6.0 or later. Compatible with iPhone, iPad, and iPod touch.

This app is optimized for iPhone 5.



#07 – Pandora Radio

By Pandora Media, Inc.

Category: Music

Requires iOS 6.0 or later. Compatible with iPhone, iPad, and iPod touch.

This app is optimized for iPhone 5, iPhone 6, and iPhone 6 Plus.



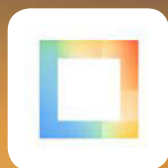
#08 – Netflix

By Netflix, Inc.

Category: Entertainment

Requires iOS 7.0 or later. Compatible with iPhone, iPad, and iPod touch.

This app is optimized for iPhone 5, iPhone 6, and iPhone 6 Plus.



#09 – Layout from Instagram

By Instagram, Inc.

Category: Photo & Video

Requires iOS 7.0 or later. Compatible with iPhone, iPad, and iPod touch.

This app is optimized for iPhone 5, iPhone 6, and iPhone 6 Plus.



#10 – Google Maps

By Google, Inc.

Category: Navigation

Requires iOS 7.0 or later. Compatible with iPhone, iPad, and iPod touch.

This app is optimized for iPhone 5, iPhone 6, and iPhone 6 Plus.



#01 – OS X Yosemite

By Apple

Category: Utilities

Compatibility: OS X 10.6.8 or later



#02 – Slack

By Slack Technologies, Inc.

Category: Business

Compatibility: OS X 10.6 or later, 64-bit processor



#03 – Dr. Cleaner

By Trend Micro

Category: Utilities

Compatibility: OS X 10.9 or later, 64-bit processor



#04 – Xcode

By Apple

Category: Developer Tools

Compatibility: OS X 10.8.4 or later



#05 – App for Instagram

By Joacim Ståhl

Category: Social Networking

Compatibility: OS X 10.7 or later, 64-bit processor



#06 – Microsoft Remote Desktop

By Microsoft Corporation

Category: Business

Compatibility: OS X 10.7 or later, 64-bit processor



#07 – Microsoft OneNote

By Microsoft Corporation

Category: Productivity

Compatibility: OS X 10.9 or later



#08 – Evernote

By Evernote

Category: Productivity

Compatibility: OS X 10.7.5 or later, 64-bit processor



#09 – Kindle

By AMZN Mobile LLC

Category: Reference

Compatibility: OS X 10.6 or later



#10 – The Unarchiver

By Dag Agren

Category: Utilities

Compatibility: OS X 10.6.0 or later

TOP Free Apps

Mac OS X

TOP Paid Apps

iOS



#01 – Minecraft – Pocket Edition

By Mojang

Category: Games / Price: \$6.99

Requires iOS 5.1.1 or later. Compatible with iPhone, iPad, and iPod touch.

This app is optimized for iPhone 5.



#02 – Heads Up!

By Warner Bros.

Category: Games / Price: \$0.99

Requires iOS 6.0 or later. Compatible with iPhone, iPad, and iPod touch.

This app is optimized for iPhone 5.



#03 – Dark Sky

By Jackadam

Category: Weather / Price: \$3.99

Requires iOS 7.0 or later. Compatible with iPhone, iPad, and iPod touch.

This app is optimized for iPhone 5, iPhone 6, and iPhone 6 Plus.



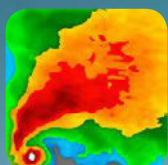
#04 – Plague Inc.

By Ndemic Creations

Category: Games / Price: \$0.99

Requires iOS 4.3 or later. Compatible with iPhone, iPad, and iPod touch.

This app is optimized for iPhone 5.



#05 – NOAA Radar Pro

By IAC Search & Media Europe Ltd.

Category: Weather / Price: \$1.99

Requires iOS 7.0 or later. Compatible with iPhone, iPad, and iPod touch.

This app is optimized for iPhone 5, iPhone 6, and iPhone 6 Plus.



#06 – NBA JAM by EA SPORTS™

By Electronic Arts

Category: Games / Price: \$0.99

Requires iOS 6.0 or later. Compatible with iPhone, iPad, and iPod touch.

This app is optimized for iPhone 5, iPhone 6, and iPhone 6 Plus.



#07 – TexMoji

By C O Holdings LLC

Category: Utilities / Price: \$1.99

Requires iOS 8.3 or later. Compatible with iPhone, iPad, and iPod touch.

This app is optimized for iPhone 5, iPhone 6, and iPhone 6 Plus.



#08 – Facetune

By Lightricks Ltd.

Category: Photo & Video / Price: \$3.99

Requires iOS 6.0 or later. Compatible with iPhone 4, iPhone 4S, iPhone 5, iPhone 5c, iPhone 5s, iPhone 6, iPhone 6 Plus, iPad, and iPod touch. This app is optimized for iPhone 5, iPhone 6, and iPhone 6 Plus.



#09 – Geometry Dash

By RobTop Games AB

Category: Games / Price: \$1.99

Requires iOS 5.1.1 or later. Compatible with iPhone, iPad, and iPod touch.

This app is optimized for iPhone 5.



#10 – Minute Workout Challenge

By Fitness Guide Inc

Category: Health & Fitness / Price: \$2.99

Requires iOS 6.0 or later. Compatible with iPhone, iPad, and iPod touch.

This app is optimized for iPhone 5.



#01 – AntiVirus Sentinel Pro

By Calin Popescu

Category: Utilities / Price: \$9.99

Compatibility: OS X 10.7 or later, 64-bit processor



#02 – GarageBand

By Apple

Category: Music / Price: \$4.99

Compatibility: OS X 10.9 or later

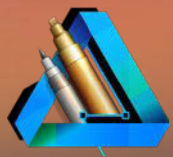


#03 – OS X Server

By Apple

Category: Utilities / Price: \$19.99

Compatibility: OS X 10.9.5 or later



#04 – Affinity Designer

By Serif Labs

Category: Graphics & Design / Price: \$39.99

Compatibility: OS X 10.7 or later, 64-bit processor



#05 – Fantastical 2

By Flexibits Inc.

Category: Productivity / Price: \$39.99

Compatibility: OS X 10.10 or later, 64-bit processor



#06 – FaceTime

By Apple

Category: Social Networking / Price: \$0.99

Compatibility: OS X 10.6.6 or later



#07 – Logic Pro X

By Apple

Category: Music / Price: \$199.99

Compatibility: OS X 10.8.4 or later, 64-bit processor



#08 – 1Password

By AgileBits Inc.

Category: Productivity / Price: \$34.99

Compatibility: OS X 10.10 or later, 64-bit processor



#09 – Final Cut Pro

By Apple

Category: Video / Price: \$299.99

Compatibility: OS X 10.10.2 or later, 64-bit processor



#10 – BetterSnapTool

By Andreas Hegenberg

Category: Productivity / Price: \$1.99

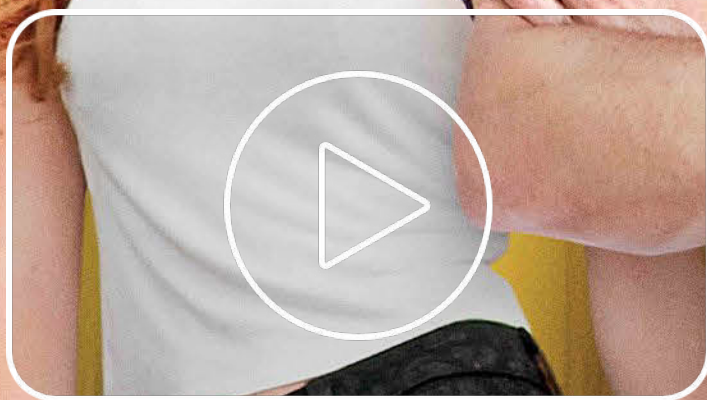
Compatibility: OS X 10.6 or later, 64-bit processor

TOP Paid Apps

Mac OS X

iTunes

Review



Trailer

THE
DESIGNATED

UGLY

FAT

FRIEND

DUFFF

Movies
& TV Shows



iTunes Preview



by Ari Sandel
Genre: Comedy
Released: 2015
Price: \$14.99

★★★★★
673 Ratings

Rotten Tomatoes



72%

The DUFF

Discovering that she is considered by boys as the 'DUFF' (Designated Ugly Fat Friend) among her friends does little for the self-confidence of intelligent, sarcastic high school senior Bianca Piper (Mae Whitman), who duly seeks the advice of a wisecracking jock neighbor, Wes (Robbie Amell) on how to make her DUFF-ness a thing of the past.

FIVE FACTS:

1. This teen comedy is directed by Ari Sandel.
2. It stars Bella Thorne, Bianca A. Santos and Skyler Samuels alongside Whitman and Amell.
3. The movie is based on Kody Keplinger's novel of the same name.
4. **Principal photography took place in June and July 2014.**
5. **David Lewis of the San Francisco Chronicle said that the film** "has heart, some good laughs and a decent message. In this age of cyberbullying, that's nothing to scoff at."

See more in
iTunes





Interview with the Cast

Jurassic Park Bundle

As Jurassic World hits the cinemas, there surely couldn't be a better time to refresh one's memory as to the thrills and spills of Steven Spielberg's original dinosaur film trilogy. Relive the travails of Dr. Alan Grant, Dr. Ellie Sattler, Dr. Ian Malcolm and co across all three of the movies that make up the series thus far.

FIVE FACTS:

1. Universal Studios bought the rights to Michael Crichton's original 1990 novel before it was even published.
2. The 1993 film adaptation followed, directed by Spielberg - as was the 1997 follow-up, The Lost World: Jurassic Park.
3. A second sequel, 2001's Jurassic Park III, was directed by Joe Johnston.
4. Actors to have featured in multiple Jurassic Park films include Sam Neill, Laura Dern, Jeff Goldblum, Richard Attenborough and Ariana Richards.
5. The original Jurassic Park won three Academy Awards - for Sound Editing, Sound Mixing and Visual Effects.



iTunes Preview



Genre: Action & Adventure
Released: 1993/1997/2001
Price: \$29.97

★★★★★
902 Ratings



Jurassic Park Trailer



CLASSIC PARKTM



Rotten Tomatoes



93%

Rotten Tomatoes



52%

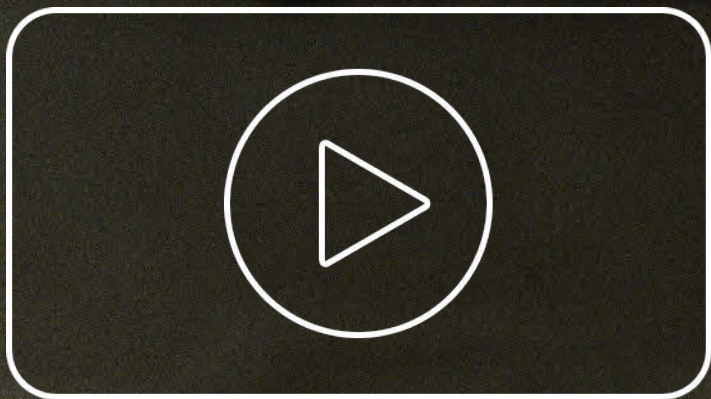
Rotten Tomatoes



50%



OBJECTS IN MIRROR ARE
CLOSER THAN THEY APPEAR



The Lost World Trailer

iTunes

Review



Dead Inside

Music



iTunes Preview



Genre: Alternative
Released: Jun 05, 2015
12 Songs
Price: \$10.99

★★★★★
1109 Ratings

Drones

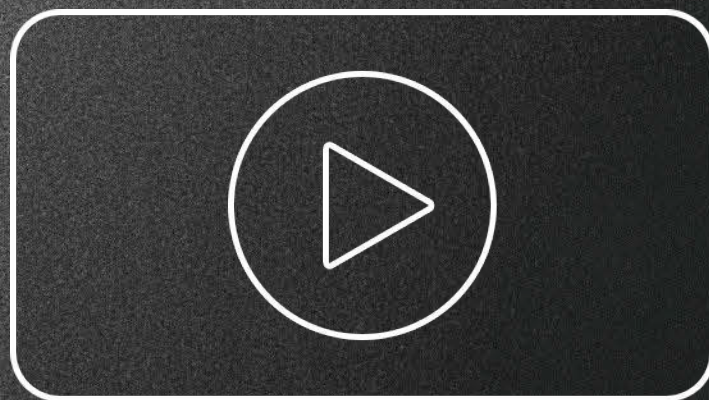
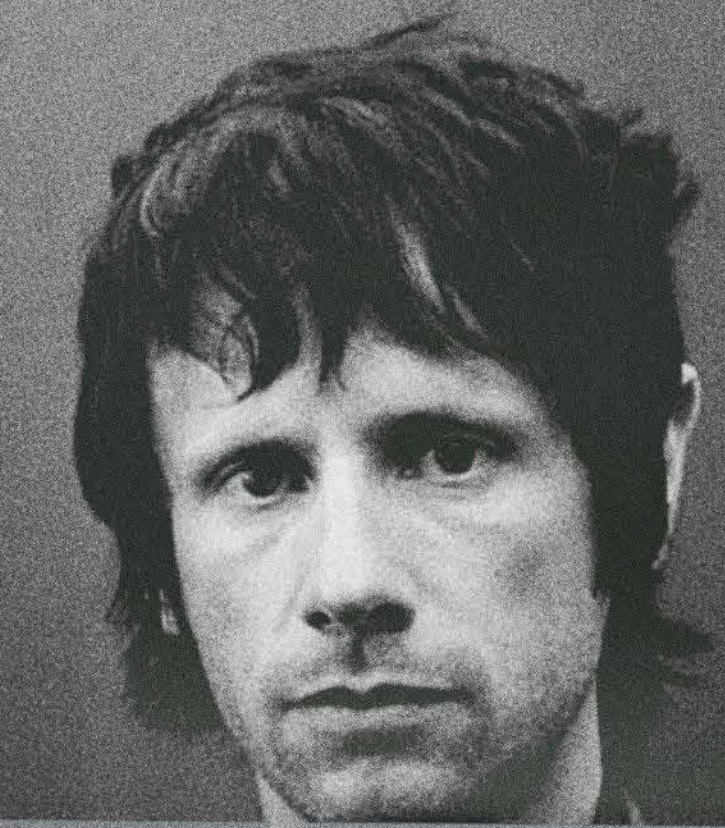
Muse

English rock band Muse's seventh studio album is a concept album exploring a human's journey from abandonment and hopelessness, through to their indoctrination as a human drone and eventual defection from their oppressors. Many fans, however, will be more interested by the band's return to their earlier simpler guitar-bass-drums rock sound.

FIVE FACTS:

1. Frontman Matt Bellamy has described the album's concept as **"a modern metaphor for what it is to lose empathy"**.
2. He continued: "I think that through modern technology, and obviously through drone warfare in particular, it's possible to actually do quite horrific things by remote control, at a great distance, without actually feeling any of the consequences, or even feeling responsible in some way."
3. Drones was recorded at The Warehouse Studio in Vancouver, British Columbia.
4. It was produced by the band and Robert John "Mutt" Lange.
5. The album art was designed by American artist Matt Mahurin.





Mercy



Love Life

Tamia

The Canadian R&B star releases an album on a major label for the first time since 2004's *More*, this time with Def Jam Recordings. It has evidently been worth the wait, winning rave reviews as lead single "Sandwich and a Soda" reached number 20 on the US Billboard Adult R&B Songs chart. *Love Life* has been described as "grown-up, worn-in R&B at its finest."

FIVE FACTS:

1. Tamia was born Tamia Marilyn Washington on May 9, 1975.
2. Genres with which she has been associated include R&B, neo soul, hip hop soul, pop, gospel, soft rock and jazz.
3. Her first two career singles, "You Put a Move on My Heart" and "Slow Jams", were produced by Quincy Jones.
4. Her debut studio album, *Tamia*, followed in 1998.
5. *Love Life* is her sixth studio album.



Sandwich And A Soda



iTunes Preview



Genre: R&B/Soul
Released: Jun 09, 2015
11 Songs
Price: \$9.99

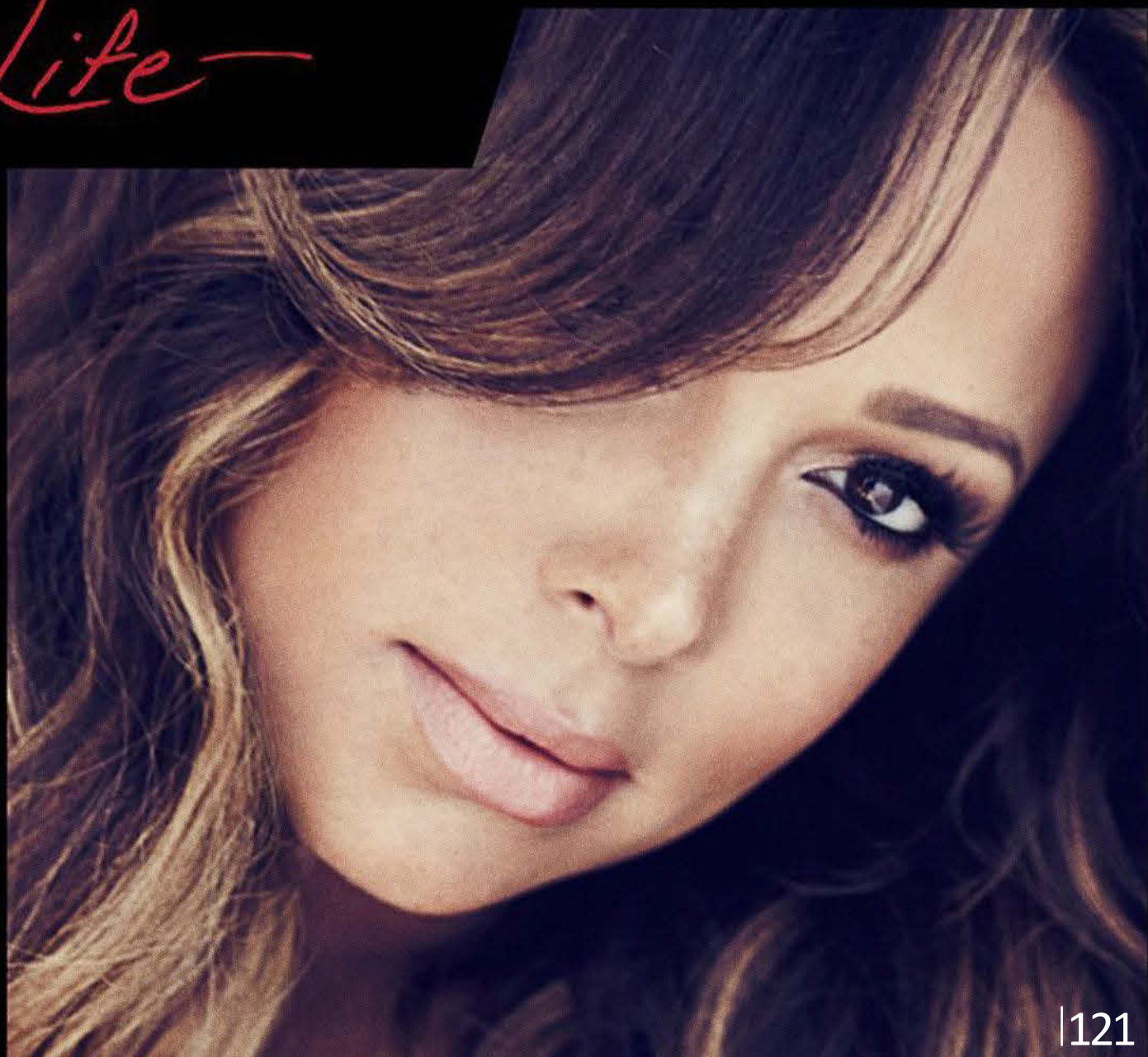
★★★★★
397 Ratings



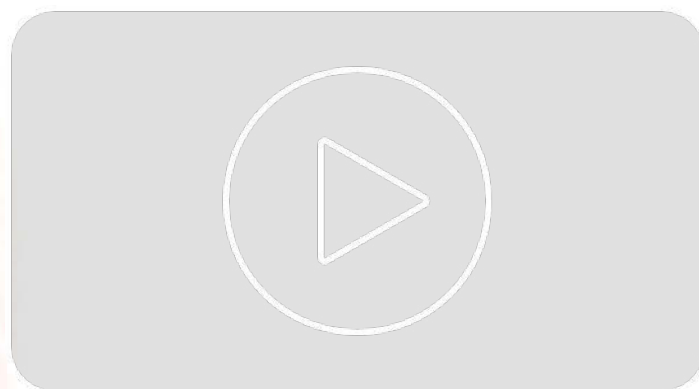
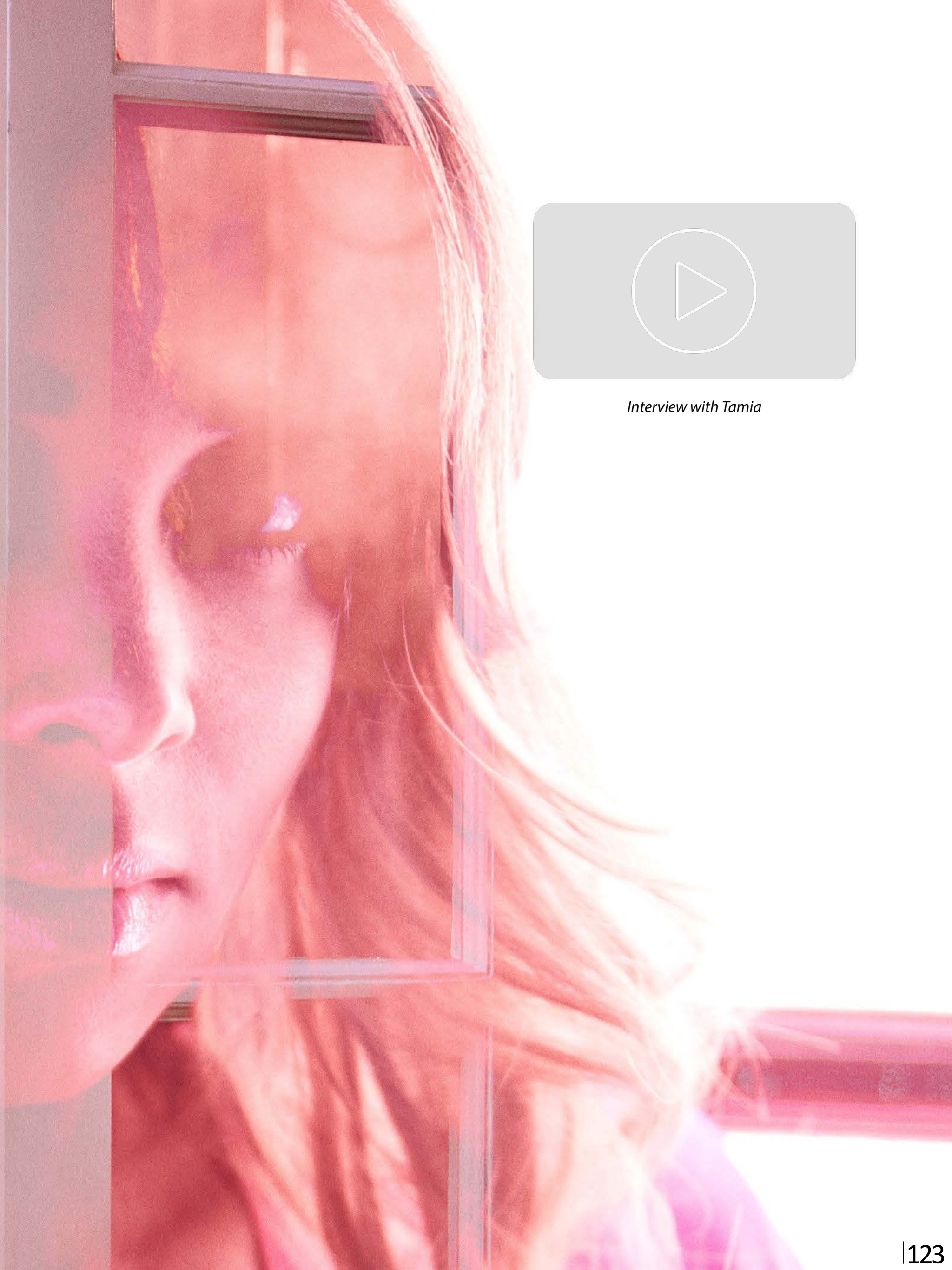


TAMIA

— Love Life —







Interview with Tamia





Q&A: NET NEUTRALITY RULES GO INTO EFFECT

New rules that treat the Internet like a public utility and prohibit blocking, slowing and creating paid fast lanes for online traffic took effect Friday.

Cable and telecom industry groups have sued to have the rules thrown out, arguing they are too onerous. But on Thursday, a federal appeals court declined to block the rules from taking effect as the industry litigation against them proceeds. A court could still eventually overturn the rules.

There will be no immediate effect on how consumers and companies use the Internet. Broadband providers today typically treat content from different websites and services equally.

“We had the Internet for some time obeying such principles but they’ve never been codified. Now they have been codified,” said Nicholas Economides, a professor at New York University’s Stern business school and an expert on networks and telecommunications. “Consumers should not see any substantial difference.”

Regulators, consumer advocates and Internet companies like video site Vimeo and crafts marketplace Etsy had concerns about Internet providers’ power over Web traffic. For example, there were worries that being able to pay for a special Internet fast lane would let richer companies more easily reach users and stifle the growth of newer, poorer startups.

What is new: The Federal Communications Commission will be able to investigate complaints about “unreasonable” business practices by Internet providers that aren’t explicitly banned. Many broadband companies say this invites uncertainty - they don’t know what’s allowed.

Here’s a look at what the developments mean for consumers and companies:

WHAT IS NET NEUTRALITY, AND WHAT ARE THE NEW RULES?

So-called net neutrality is the principle that Internet providers treat all Web traffic equally, and it’s how the Internet works today. The FCC enacted rules that protect that, to make sure cable and phone companies don’t manipulate traffic: They can’t create special fast lanes for some content, like video from YouTube, or intentionally block or slow Web traffic. Many Internet providers say they don’t plan to do those things, but the FCC worried that they could.





WHAT'S CHANGING FOR CONSUMERS?

In enacting its rules, the FCC placed Internet service in the same regulatory camp as telephone service. That means providers have to act in the “public interest” when supplying Internet service and refrain from “unjust or unreasonable” business practices. The FCC can investigate complaints about industry practices that might violate net-neutrality principles, even if they’re not specifically prohibited by the rules. Complaints can be filed here: <https://consumercomplaints.fcc.gov/>.

WHAT ABOUT FOR COMPANIES?

Internet companies Netflix and companies that manage Internet traffic, like Cogent, can also complain to the FCC about “unreasonable” behavior by broadband providers over network-connection deals in the backbone of the Internet.

Companies could complain that broadband providers are charging them too much to connect to their networks, for example.

Fights over these arrangements had in the past led to a slowdown in Netflix streaming speeds for customers of several major Internet service providers.



WHICH COMPANIES ARE AFFECTED?

Cable companies like Comcast, phone companies that provide Internet service to people's homes and smartphones, like AT&T and Verizon, and cellphone companies like Sprint.

WHY IS THE INDUSTRY OPPOSED?

Companies say they don't want the stricter regulation that comes with the net neutrality rules. They say the regulations will undermine investment in broadband, and that it's not clear what is and isn't allowed under the greater authority the FCC has to investigate unspecified complaints.

They are also concerned about price regulation. The FCC says it won't preapprove the prices companies set for Internet access. But consumers can complain about the cost of their service and the government can look into it under the new rules.





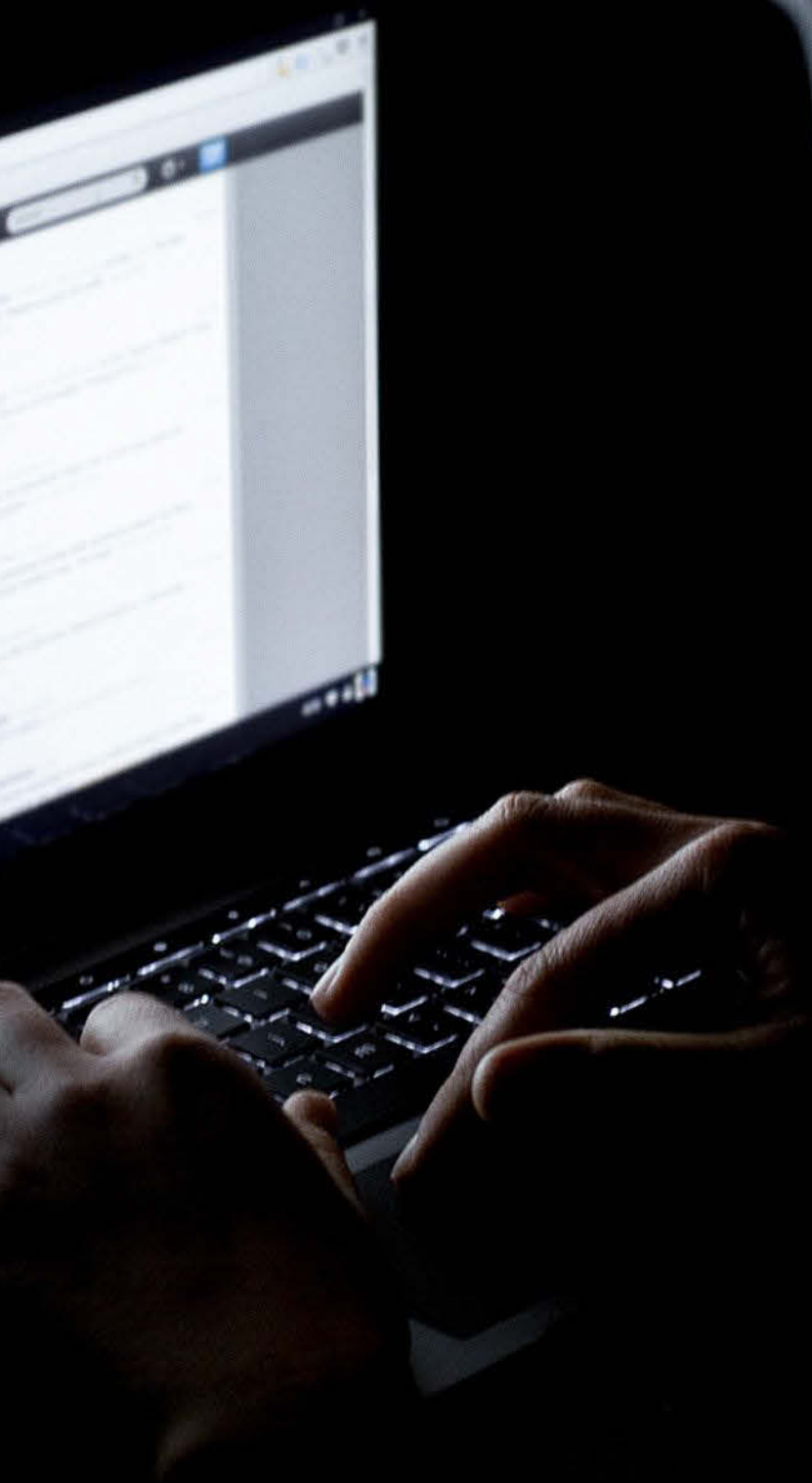
OFFICIALS SAY DEEPLY PERSONAL INFORMATION IN HACKERS' HANDS

Deeply personal information submitted by U.S. intelligence and military personnel for security clearances - mental illnesses, drug and alcohol use, past arrests, bankruptcies and more - is in the hands of hackers linked to China, officials say.

In describing a cyberbreach of federal records dramatically worse than first acknowledged, authorities point to Standard Form 86, which applicants are required to complete. Applicants also must list contacts and relatives, potentially exposing any foreign relatives of U.S. intelligence employees to coercion. Both the applicant's Social Security number and that of his or her cohabitant are required.

In a statement, the White House said that on June 8, investigators concluded there was "a high degree of confidence that ... systems containing information related to the background investigations of current, former and prospective federal government employees, and those for whom a federal background investigation was conducted, may have been exfiltrated."





“This tells the Chinese the identities of almost everybody who has got a United States security clearance,” said Joel Brenner, a former top U.S. counterintelligence official. “That makes it very hard for any of those people to function as an intelligence officer. The database also tells the Chinese an enormous amount of information about almost everyone with a security clearance. That’s a gold mine. It helps you approach and recruit spies.”

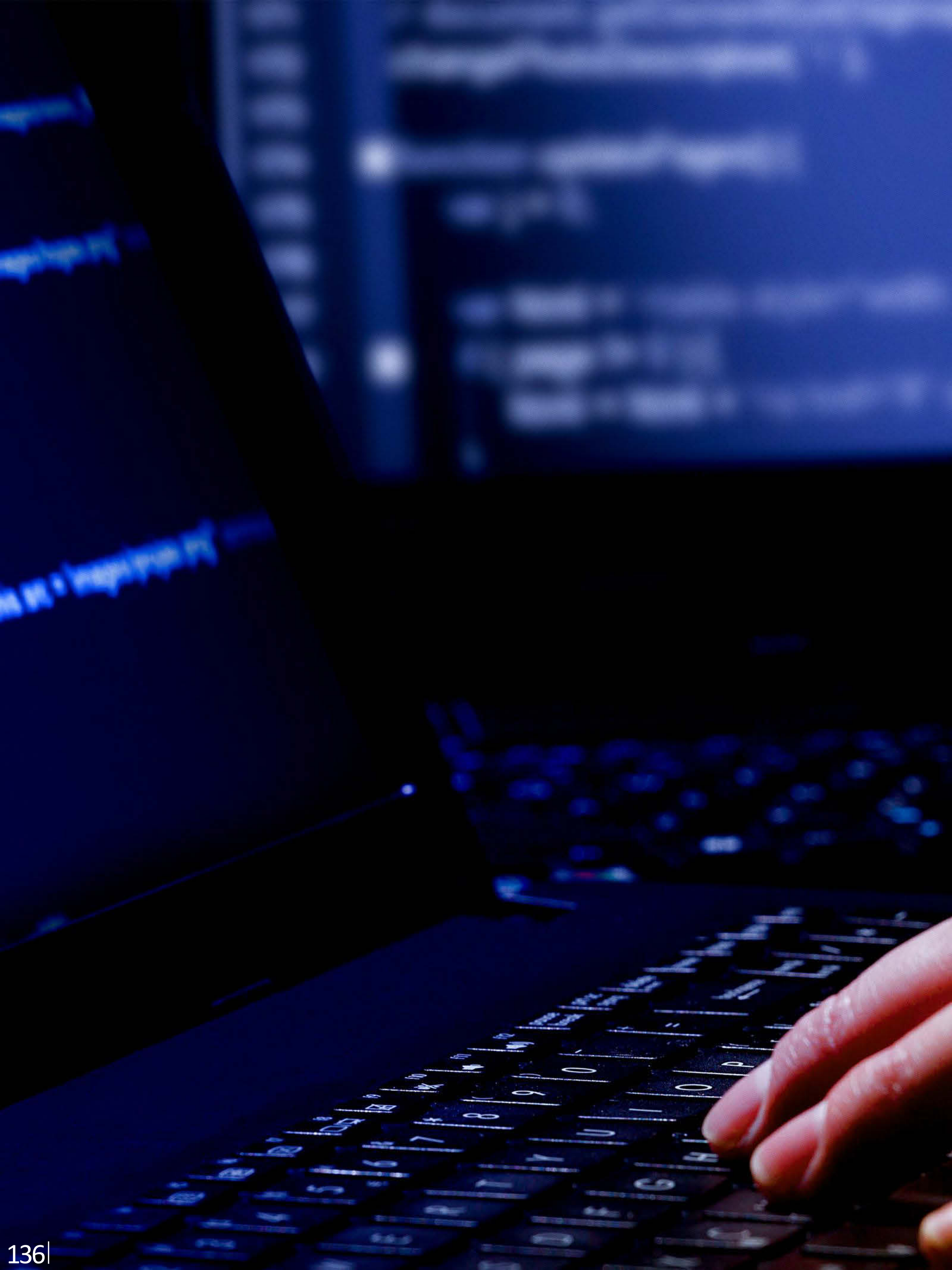
The Office of Personnel Management, which was the target of the hack, did not respond to requests for comment. OPM spokesman Samuel Schumach and Jackie Koszczuk, the director of communications, have consistently said there was no evidence that security clearance information had been compromised.

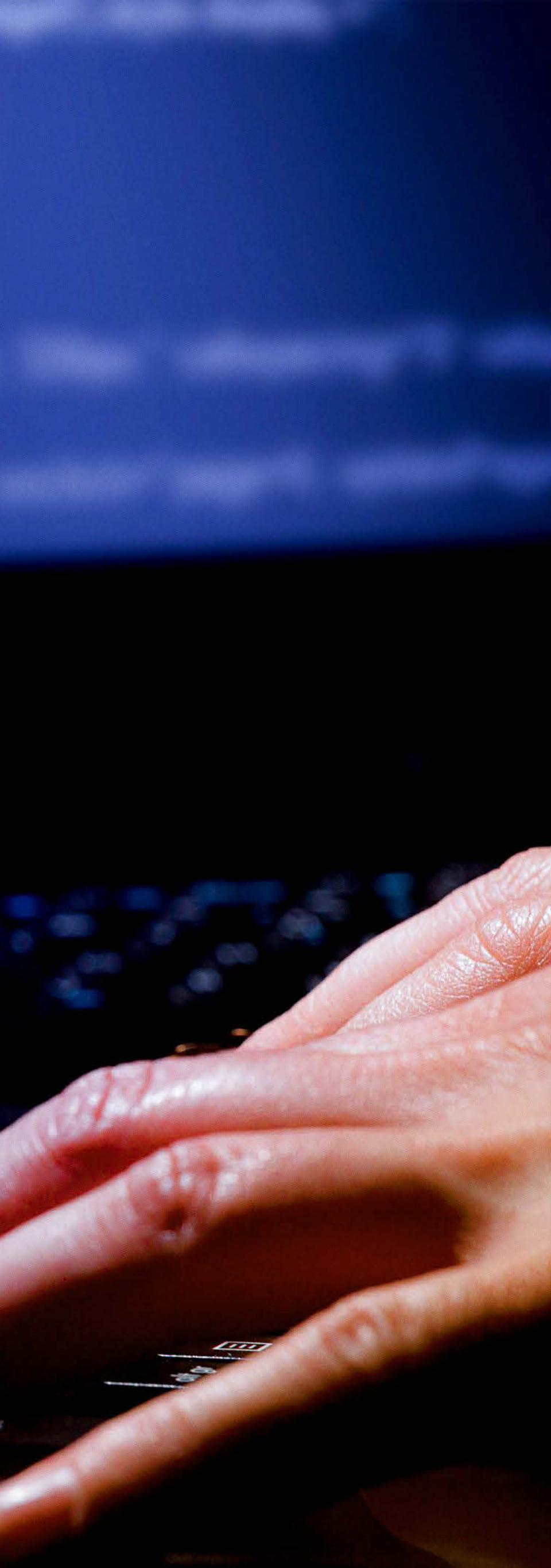
The White House statement said the hack into the security clearance database was separate from the breach of federal personnel data announced last week - a breach that is itself appearing far worse than first believed. It could not be learned whether the security database breach happened when an OPM contractor was hacked in 2013, an attack that was discovered last year. Members of Congress received classified briefings about that breach in September, but there was no public mention of security clearance information being exposed.

Nearly all of the millions of security clearance holders, including some CIA, National Security Agency and military special operations personnel, are potentially exposed in the security clearance breach, the officials said. More than 4 million people had been investigated for a security clearance as of October 2014, according to government records.

Regarding the hack of standard personnel records announced last week, two people briefed on the investigation disclosed Friday that as many as 14 million current and former civilian U.S. government employees have had







their information exposed to hackers, a far higher figure than the 4 million the Obama administration initially disclosed.

American officials have said that cybertheft originated in China and that they suspect espionage by the Chinese government, which has denied any involvement.

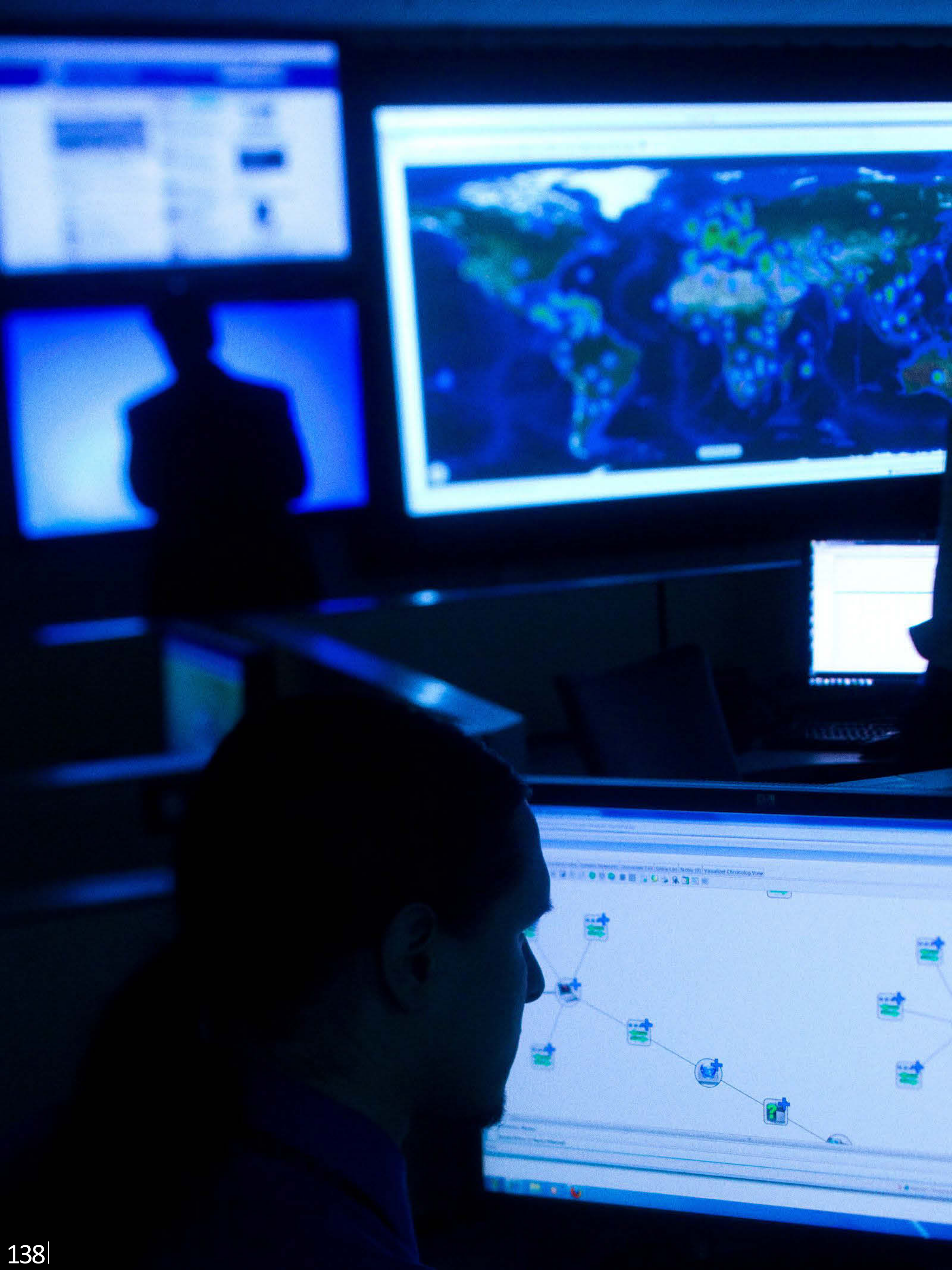
The newer estimate puts the number of compromised records between 9 million and 14 million going back to the 1980s, said one congressional official and one former U.S. official, who spoke to The Associated Press on condition of anonymity because information disclosed in the confidential briefings includes classified details of the investigation.

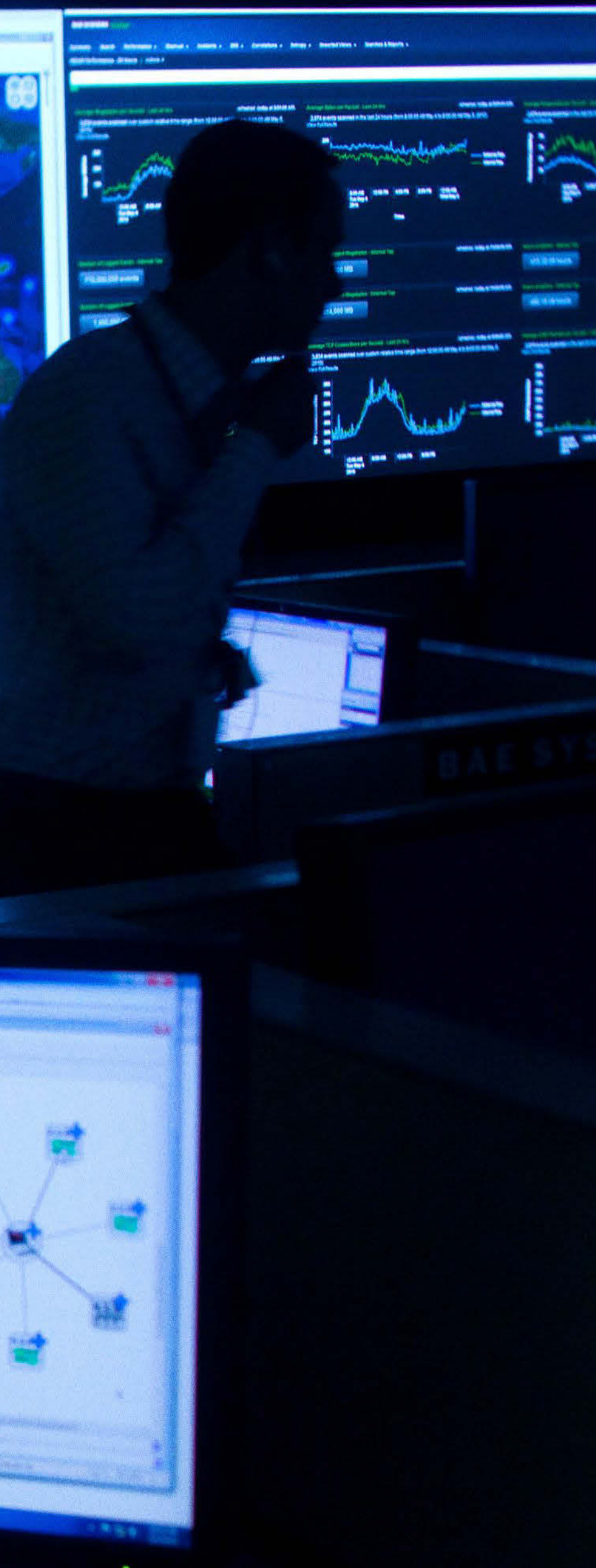
There are about 2.6 million executive branch civilians, so the majority of the records exposed relate to former employees. Contractor information also has been stolen, officials said. The data in the hack revealed last week include the records of most federal civilian employees, though not members of Congress and their staffs, members of the military or staff of the intelligence agencies.

On Thursday, a major union said it believes the hackers stole Social Security numbers, military records and veterans' status information, addresses, birth dates, job and pay histories; health insurance, life insurance and pension information; and age, gender and race data.

The personnel records would provide a foreign government an extraordinary roadmap to blackmail, impersonate or otherwise exploit federal employees in an effort to gain access to U.S. secrets -or entry into government computer networks.

Outside experts were pointing to the breaches as a blistering indictment of the U.S. government's ability to secure its own data two years after a National Security Agency contractor, Edward Snowden, was able to





steal tens of thousands of the agency's most sensitive documents.

After the Snowden revelations about government surveillance, it became more difficult for the federal government to hire talented younger people into sensitive jobs, particularly at intelligence agencies, said Evan Lesser, managing director of ClearanceJobs.com, a website that matches security-clearance holders to available slots.

"Now, if you get a job with the government, your own personal information may not be secure," he said. "This is going to multiply the government's hiring problems many times."

The Social Security numbers were not encrypted, the American Federation of Government Employees said, calling that "an abysmal failure on the part of the agency to guard data that has been entrusted to it by the federal workforce."

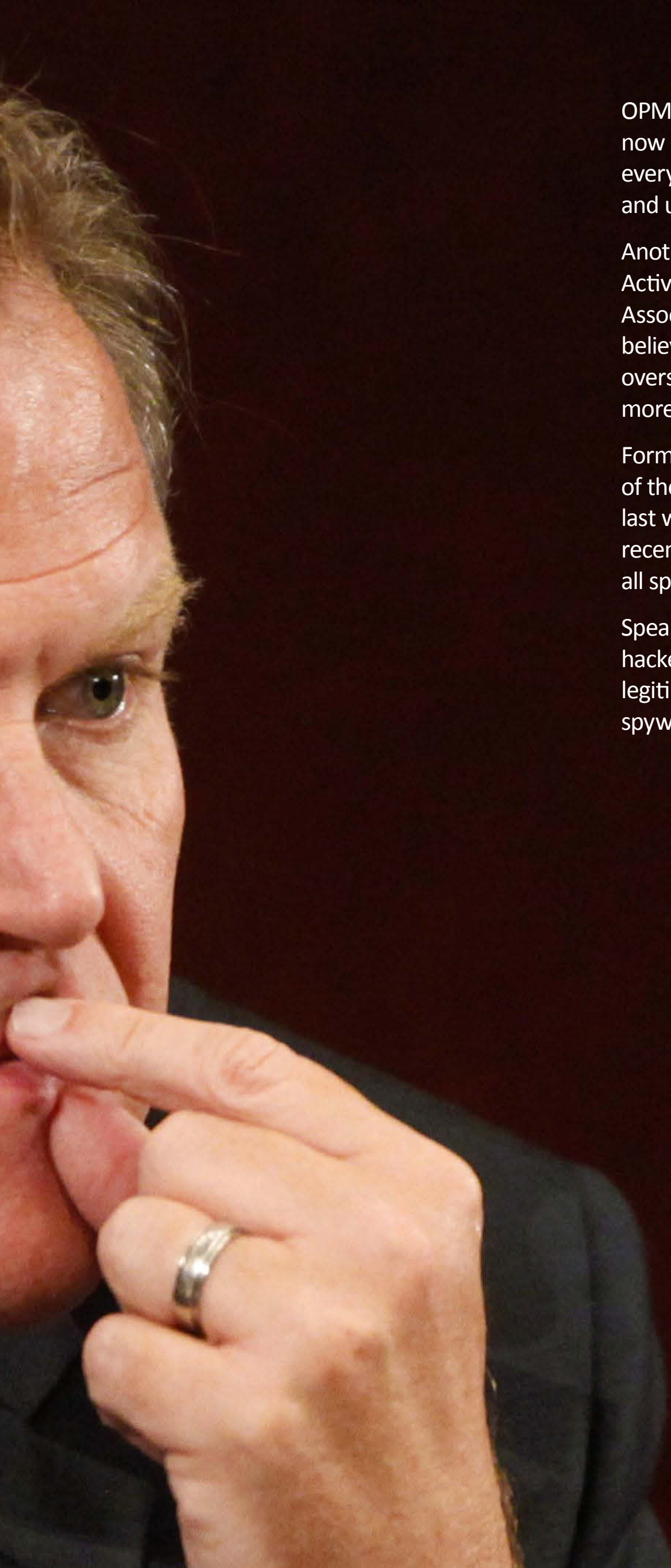
"Unencrypted information of this kind this is disgraceful - it really is disgraceful," Brenner said. "We've had wakeup calls now for 20 years or more, and we keep hitting the snooze button."

The OPM's Schumach would not address how the data was protected or specifics of the information that might have been compromised, but said, "Today's adversaries are sophisticated enough that encryption alone does not guarantee protection." OPM is nonetheless increasing its use of encryption, he said.

The Obama administration had acknowledged that up to 4.2 million current and former employees whose information resides in the Office of Personnel Management server are affected by the December cyberbreach, but it had been vague about exactly what was taken.

J. David Cox, president of the American Federation of Government Employees, said in a letter Thursday to OPM director Katherine Archuleta that based on incomplete information





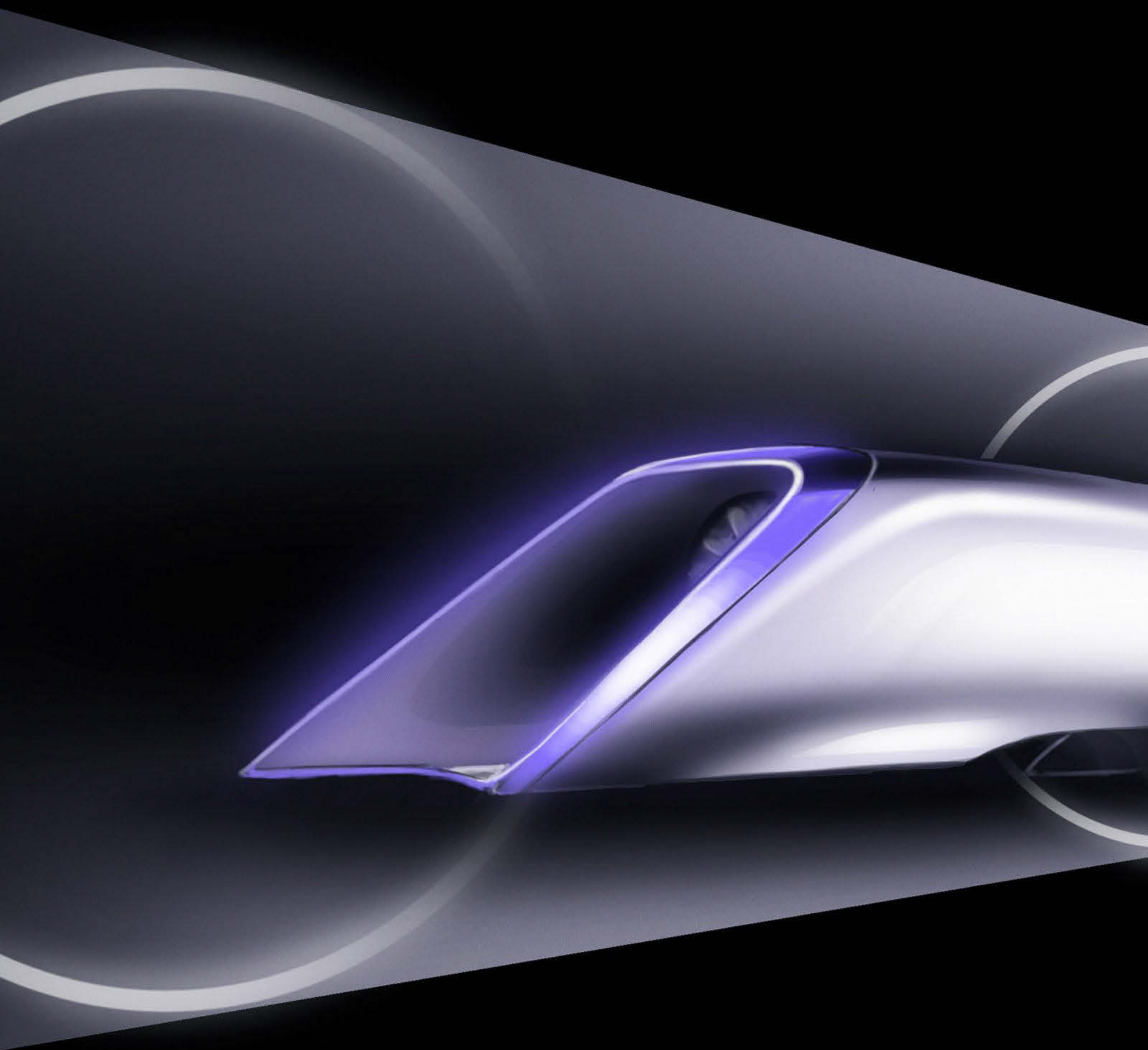
OPM provided to the union, “the hackers are now in possession of all personnel data for every federal employee, every federal retiree and up to 1 million former federal employees.”

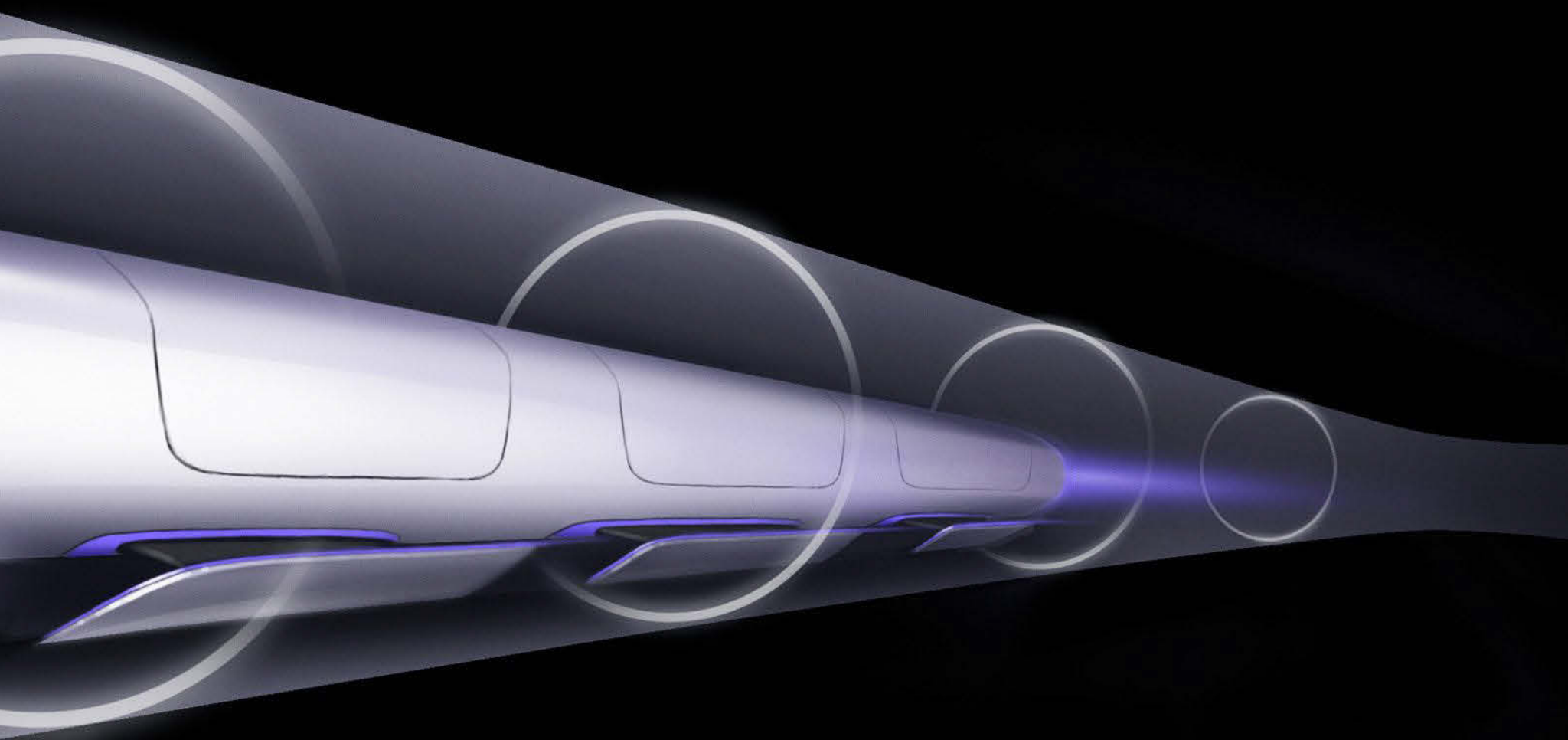
Another federal employee group, the National Active and Retired Federal Employees Association, said Friday that “at this point, we believe AFGE’s assessment of the breach is overstated.” It called on the OPM to provide more information.

Former Rep. Mike Rogers, one-time chairman of the House Intelligence Committee, said last week that he believes China will use the recently stolen information for “the mother of all spear-phishing attacks.”

Spear-phishing is a technique under which hackers send emails designed to appear legitimate so that users open them and load spyware onto their networks.

SCIENCE





SPACEX
ANNOUNCES
DESIGN
COMPETITION
FOR HYPERLOOP

Billionaire Elon Musk wants to jump-start his Hyperloop high-speed transit system.

Musk's rocket-building company, SpaceX, announced Monday that it plans to build a 1-mile test track next to its headquarters in the Los Angeles suburb of Hawthorne and will hold a competition there next year to test designs for passenger-carrying Hyperloop pods.

It's the first time Musk's company has been directly involved in the Hyperloop project, although several private firms are pursuing research.

Suggested by Musk two years ago, the idea is to zoom passenger capsules through elevated tubes between Los Angeles and San Francisco at speeds of up to 750 mph. The concept pulls together several proven technologies: Capsules would float on a thin cushion of air and draw on magnetic attraction and solar power to zoom through a nearly airless tube. With little wind resistance, the capsules could reach the speed of sound and the 400-mile ride would take a half-hour.

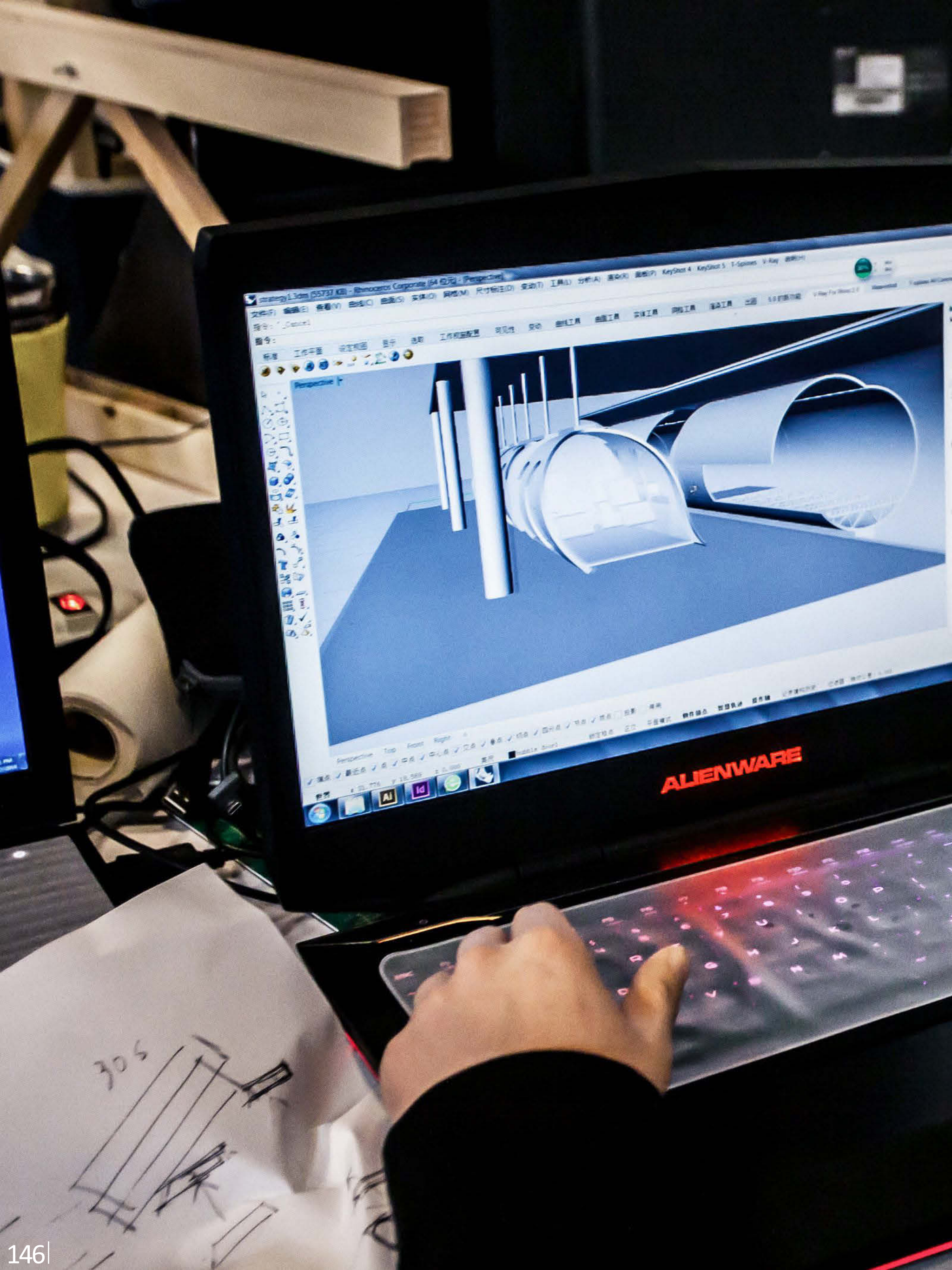
The competition aims to attract independent and university engineering teams who will design and test half-scale models of the pods. The submission deadline is Sept. 15 and the competition is roughly scheduled for next June.

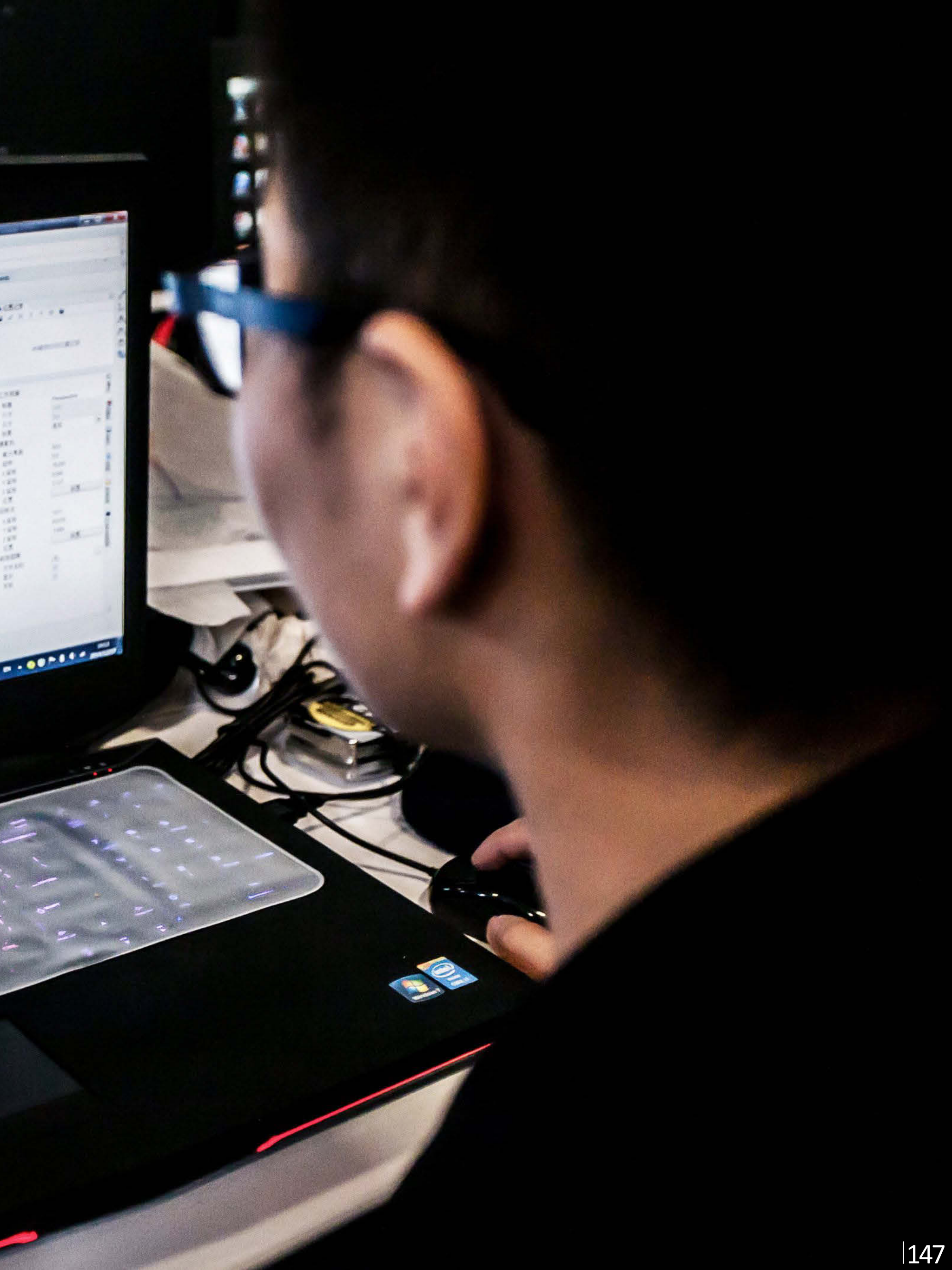
Online forms for those intending to compete are available at: <http://www.SpaceX.com/hyperloop>.

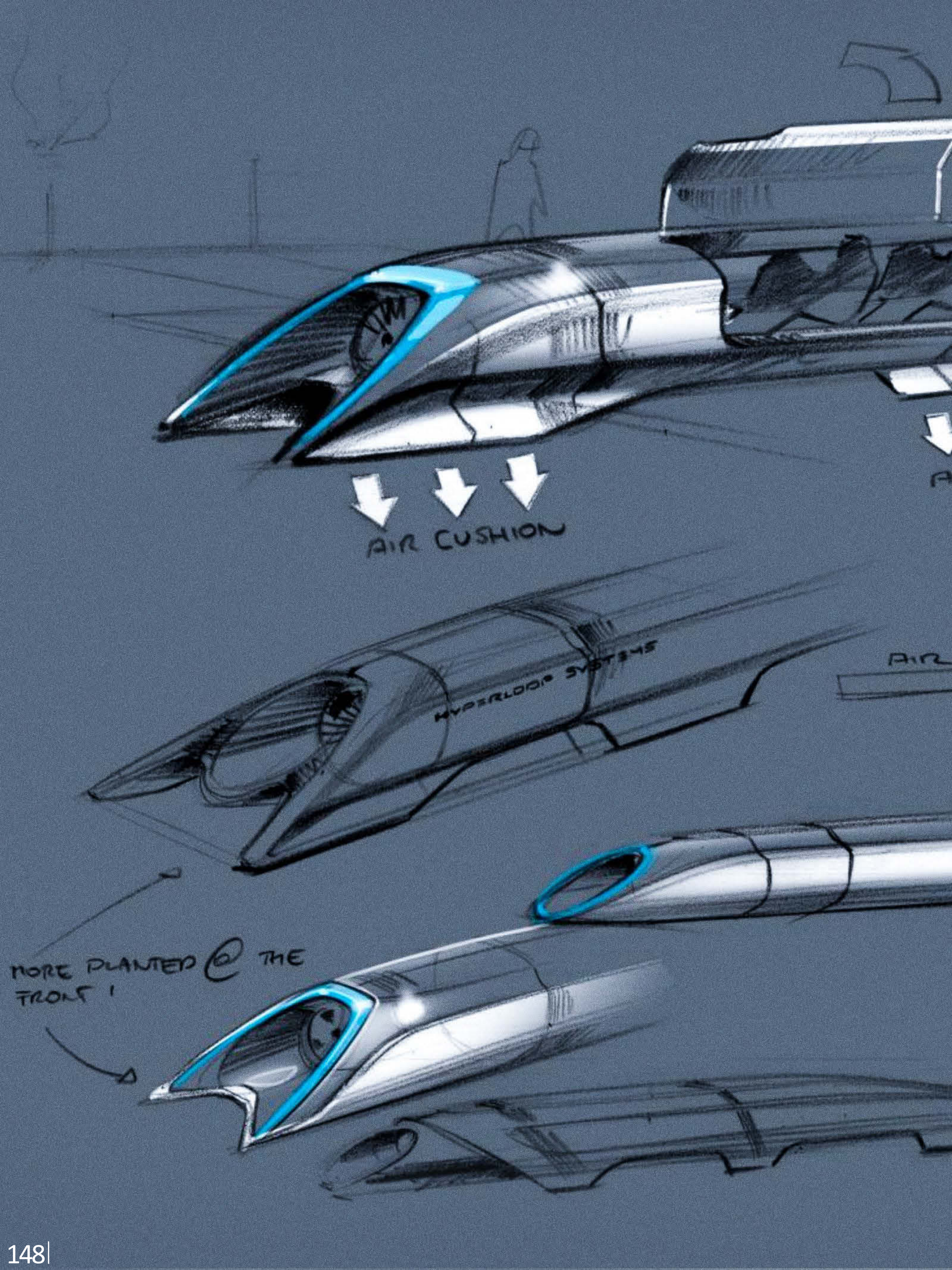
“While we are not developing a commercial Hyperloop ourselves, we are interested in helping to accelerate development of a functional Hyperloop prototype,” a statement on the site read.

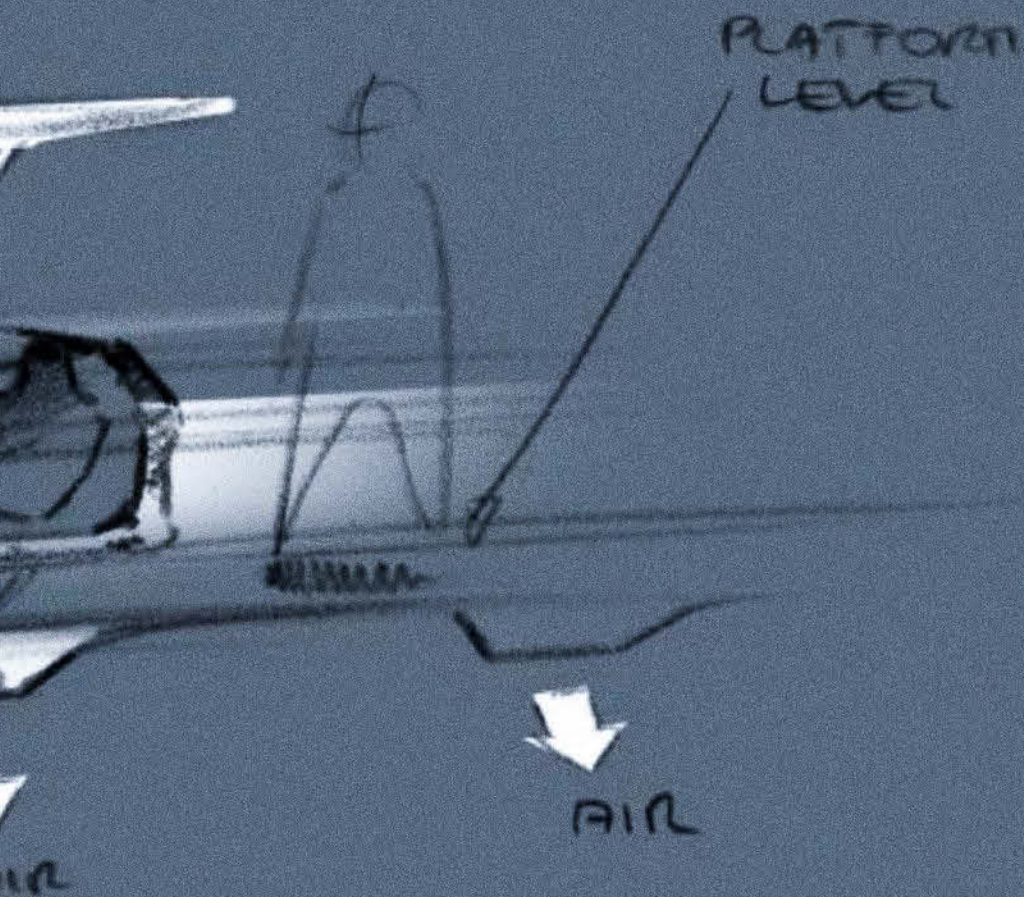










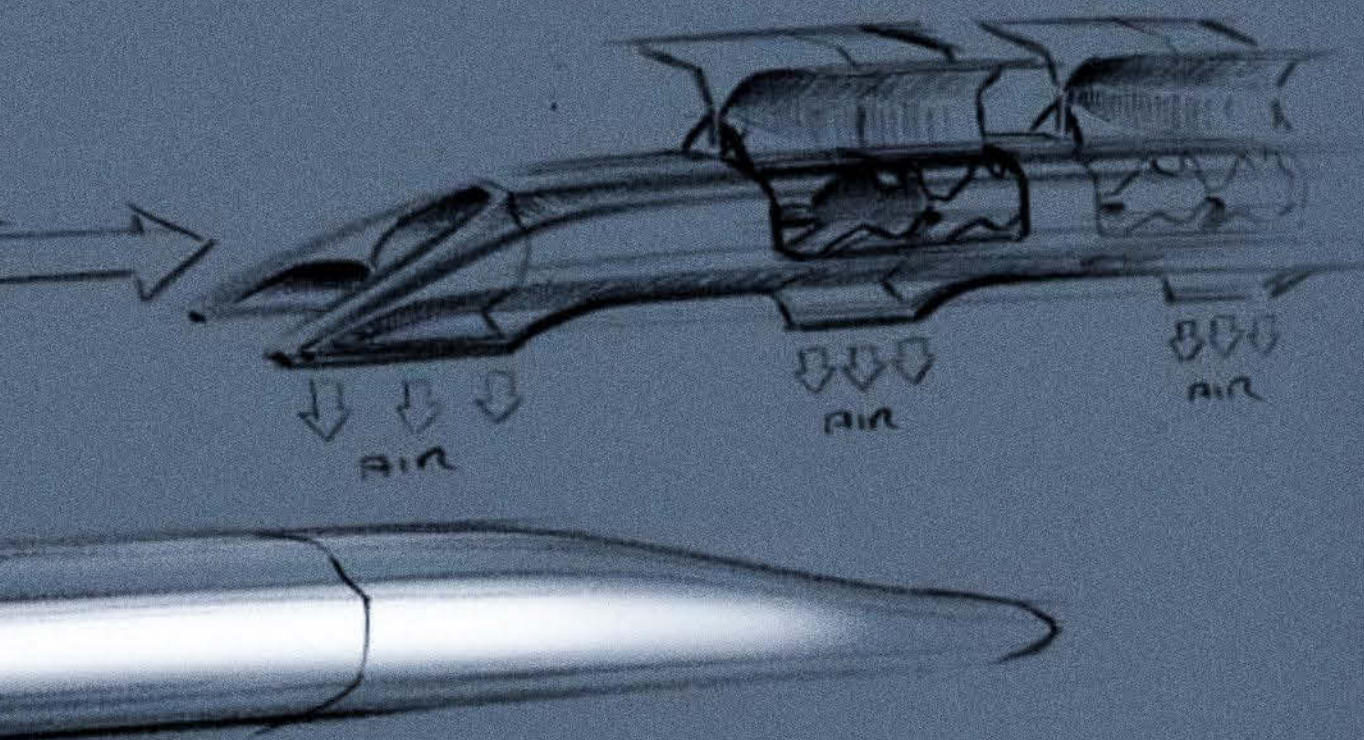


There was no immediate word on the nature of the prize. Full rules and other details will be released in August.

Next January, entrants will meet for a design weekend at Texas A&M University. The designs will be presented before an evaluation panel composed mainly of engineers from SpaceX and Musk's luxury electric-car company, Tesla Motors, and university professors.

Private companies will be able to use the weekend to choose teams to sponsor and fund.

SpaceX said it also probably will build its own pod for demonstration purposes but its team won't be eligible to win the competition. The company also will have the final say on who actually gets to use the test track.

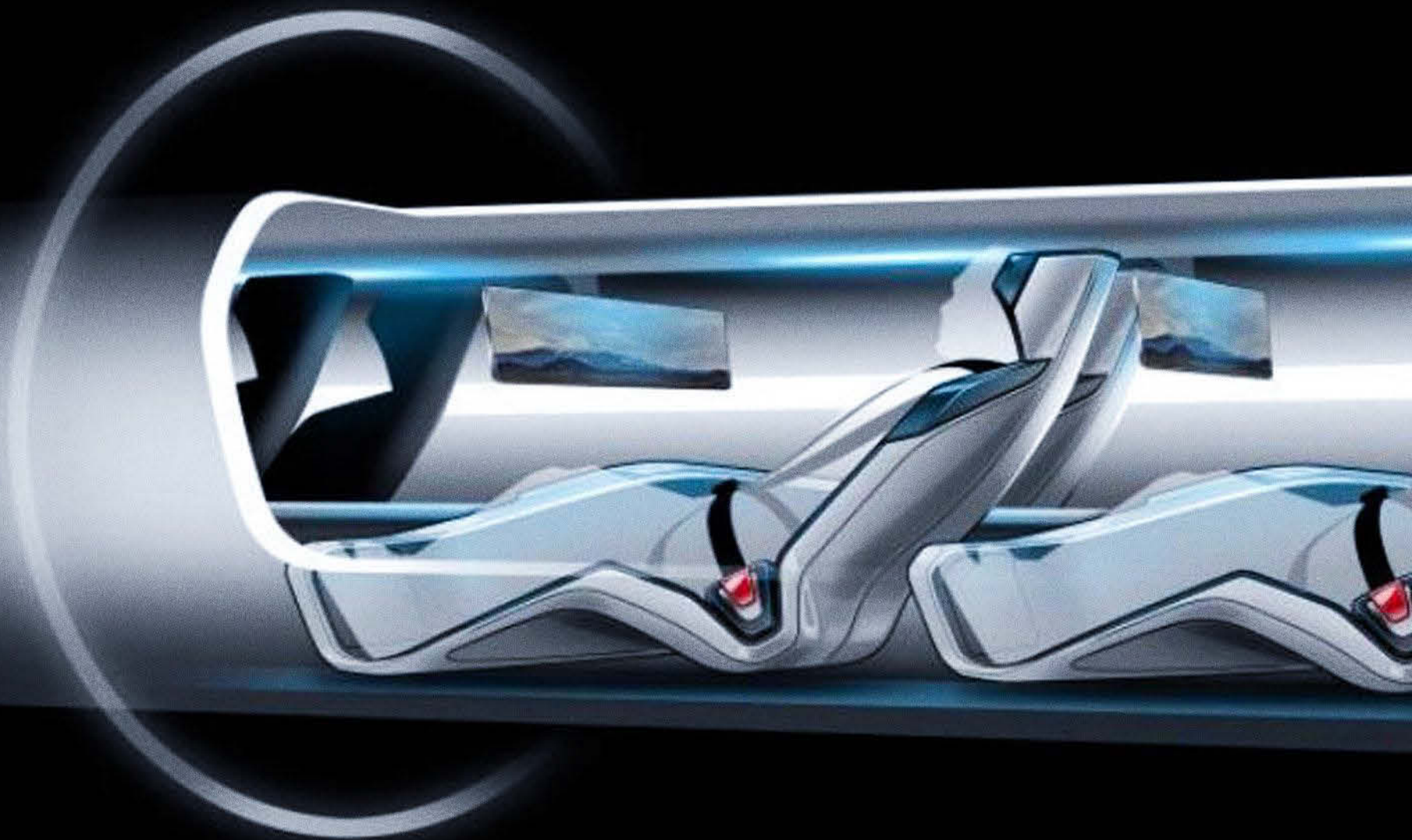


There's no word yet on the cost of that track.

Musk has suggested that building an actual Hyperloop system would cost \$6 billion, although others suggest the figure will be much higher.

One company researching the concept is Hyperloop Technologies Inc., which has its world headquarters in Los Angeles. That company is working to raise \$80 million needed to build a 5-mile test track.

It's co-chaired by venture capitalist and Uber underwriter Shervin Pishevar and former PayPal COO David O. Sacks.







FDA TELLS
FOOD
INDUSTRY TO
PHASE OUT
ARTIFICIAL
TRANS FATS









The Obama administration is ordering food companies to phase out the use of heart-clogging trans fats over the next three years, calling them a threat to public health.

The move will remove artificial trans fats from the food supply almost entirely. Consumers aren't likely to notice much of a difference in their favorite foods, but the administration says the move will reduce coronary heart disease and prevent thousands of fatal heart attacks every year.

Scientists say there are no health benefits to the fats, which are used in processing food and in restaurants, usually to improve texture, shelf life or flavor. They can raise levels of "bad" cholesterol and lower "good" cholesterol, increasing the risk of heart disease, the leading cause of death in the United States.

The fats are created when hydrogen is added to vegetable oil to make it more solid, which is why they are often called partially hydrogenated oils.

Once a staple of the American diet - think shortening and microwave popcorn - most artificial trans fats are already gone. The FDA says that between 2003 and 2012, consumer trans fat consumption decreased an estimated 78 percent as food companies have used other kinds of oils to replace them.

But some foods still have them, and the FDA says those trans fats remaining in the food supply are a threat to public health. Some of the foods that commonly contain trans fats are pie crusts, biscuits, microwave popcorn, coffee creamers, frozen pizza, refrigerated dough, vegetable shortenings and stick margarines.

To phase the fats out, the FDA made a preliminary determination in 2013 that trans fats no longer fall in the agency's "generally recognized as safe" category, which covers thousands of additives that manufacturers can add to foods without FDA review. The agency made that decision final





Tuesday, giving food companies the three years to phase them out.

Now that trans fats will be off the list of safe additives, any company that wants to use them will have to petition the agency to allow it. That would phase them out almost completely, since not many uses are likely to be allowed.

Still, food companies are hoping for some exceptions. The Grocery Manufacturers Association, the main trade group for the food industry, is working with companies on a petition that would formally ask the FDA if it can say there is a “reasonable certainty of no harm” from some specific uses of the fats.

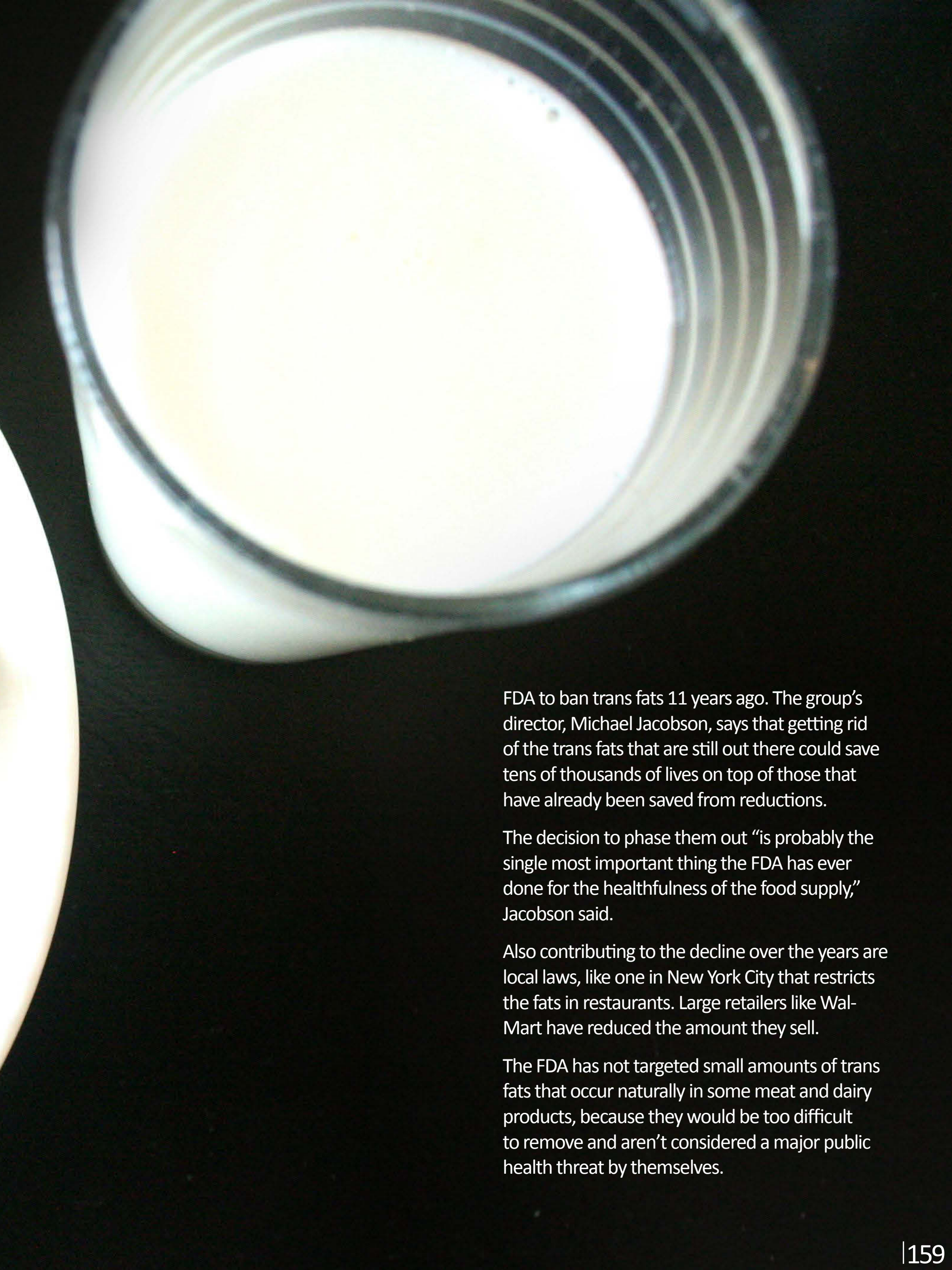
The group said in a statement after the announcement that it is pleased with the FDA’s three-year compliance period, which “minimizes unnecessary disruptions to commerce.” The group has not specified what the industry plans to ask for, but has said the FDA encouraged food companies to submit a petition.

Trans fats are widely considered the worst kind for your heart, even worse than saturated fats, which also can contribute to heart disease. Over the years, they have been used in foods like frostings, which need solid fat for texture, or in those that need a longer shelf life or flavor enhancement.

They also have been used by restaurants for frying. Many larger chains have stopped using them, but smaller restaurants may still get food containing trans fats from suppliers.

The industry’s reduction in trans fats was helped along by FDA’s decision to force labeling of trans fats on food packages in 2006. But foods that list trans fat content as zero can still have very small amounts, since companies are allowed to round less than half of a gram of trans fat to zero on the package. The advocacy group Center for Science in the Public Interest first petitioned





FDA to ban trans fats 11 years ago. The group's director, Michael Jacobson, says that getting rid of the trans fats that are still out there could save tens of thousands of lives on top of those that have already been saved from reductions.

The decision to phase them out "is probably the single most important thing the FDA has ever done for the healthfulness of the food supply," Jacobson said.

Also contributing to the decline over the years are local laws, like one in New York City that restricts the fats in restaurants. Large retailers like Wal-Mart have reduced the amount they sell.

The FDA has not targeted small amounts of trans fats that occur naturally in some meat and dairy products, because they would be too difficult to remove and aren't considered a major public health threat by themselves.





TOP 10 **SONGS**

FIGHT SONG

RACHEL PLATTEN

BAD BLOOD (FEAT. KENDRICK LAMAR)

TAYLOR SWIFT

CHEERLEADER

(FELIX JAEHN REMIX RADIO EDIT)

OMI

SEE YOU AGAIN (FEAT. CHARLIE PUTH)

WIZ KHALIFA

HONEY, I'M GOOD.

ANDY GRAMMER

SHUT UP AND DANCE

WALK THE MOON

CAN'T FEEL MY FACE

THE WEEKND

WATCH ME (WHIP / NAE NAE)

SILENTO

HEY MAMA (FEAT. NICKI MINAJ & AFROJACK)

DAVID GUETTA

WORTH IT (FEAT. KID INK)

FIFTH HARMONY





TOP 10 ALBUMS

1989

TAYLOR SWIFT

**HOW BIG, HOW BLUE, HOW BEAUTIFUL
(DELUXE)**

FLORENCE + THE MACHINE

BLURRYFACE

TWENTY ONE PILOTS

BENEATH THE SKIN (DELUXE)

OF MONSTERS AND MEN

PITCH PERFECT 2

(ORIGINAL MOTION PICTURE SOUNDTRACK)

VARIOUS ARTISTS

X (DELUXE EDITION)

ED SHEERAN

MONTEVALLO

SAM HUNT

BREATHE IN. BREATHE OUT.

HILARY DUFF

DOPAMINE

THIRD EYE BLIND

JEKYLL + HYDE

ZAC BROWN BAND



A close-up portrait of Taylor Swift wearing a dark green military-style uniform with a gold eagle emblem on the collar. She has light blue eyes and is wearing bright red lipstick. A thick red diagonal line runs from the top left towards the bottom right, separating the image from the text on the right.

TOP

10

MUSIC VIDEOS

BAD BLOOD (FEAT. KENDRICK LAMAR)
TAYLOR SWIFT

UPTOWN FUNK (FEAT. BRUNO MARS)
MARK RONSON

GIRL CRUSH
LITTLE BIG TOWN

BACK IT UP
(FEAT. JENNIFER LOPEZ & PITBULL)
PRINCE ROYCE

WEAR EM OUT
KENDALL K

DEAR FUTURE HUSBAND
MEGHAN TRAINOR

FIGHT SONG
RACHEL PLATTEN

**HEY MAMA (FEAT. NICKI MINAJ, AFROJACK
& BEBE REXHA)**
DAVID GUETTA

THINKING OUT LOUD
ED SHEERAN

SHAKE IT OFF
TAYLOR SWIFT



A man and a woman are shown from the chest up, looking over a glass barrier. The man is on the left, wearing a dark jacket over a light blue shirt. The woman is on the right, with her hand pressed against the glass. The background is dark and moody.

TOP

10

TV SHOWS

#NEVERHAVEIEVER

#RICHKIDS OF BEVERLY HILLS, SEASON 3

SONGS OF INNOCENCE

PRETTY LITTLE LIARS, SEASON 6

INSOLVENT PHANTOM OF TOMORROW

ORPHAN BLACK, SEASON 3

GAME ON, CHARLES

PRETTY LITTLE LIARS, SEASON 6

PRIMAVERA

HANNIBAL, SEASON 3

SLICE OF LIFE

MY LITTLE PONY: FRIENDSHIP IS MAGIC, VOL. 8

UNDER CONSTRUCTION

THE REAL HOUSEWIVES OF ORANGE COUNTY, SEASON 10

ON EARTH AS IN HELL

SALEM, SEASON 2

THE WAY IN

HALT AND CATCH FIRE, SEASON 2

POP OF CRAZY

THE REAL HOUSEWIVES OF NEW YORK CITY, SEASON 7

GREY





YY **TOP 10** **BOOKS**

GREY
E L JAMES

THE GIRL ON THE TRAIN
PAULA HAWKINS

PAPER TOWNS
JOHN GREEN

LUCKIEST GIRL ALIVE
JESSICA KNOLL

THE MARTIAN
ANDY WEIR

JUST SAY WHEN
KAYLEE RYAN

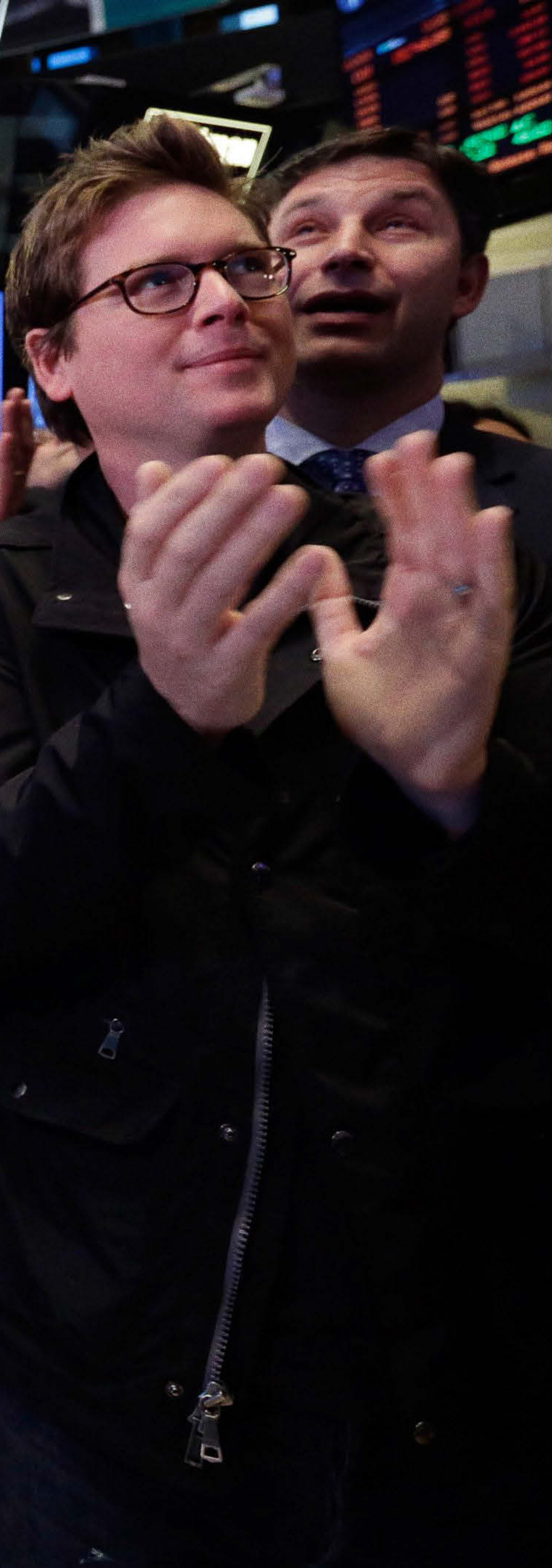
THE A SONG OF ICE AND FIRE SERIES
GEORGE R. R. MARTIN

THE FIXER
JOSEPH FINDER

A GAME OF THRONES
GEORGE R. R. MARTIN

RADIANT ANGEL
NELSON DeMILLE





TWITTER'S TWISTS AND TURNS CAN IT KEEP FLYING

The Pope is on Twitter, along with the Dalai Lama, world leaders and, of course, Kim Kardashian.

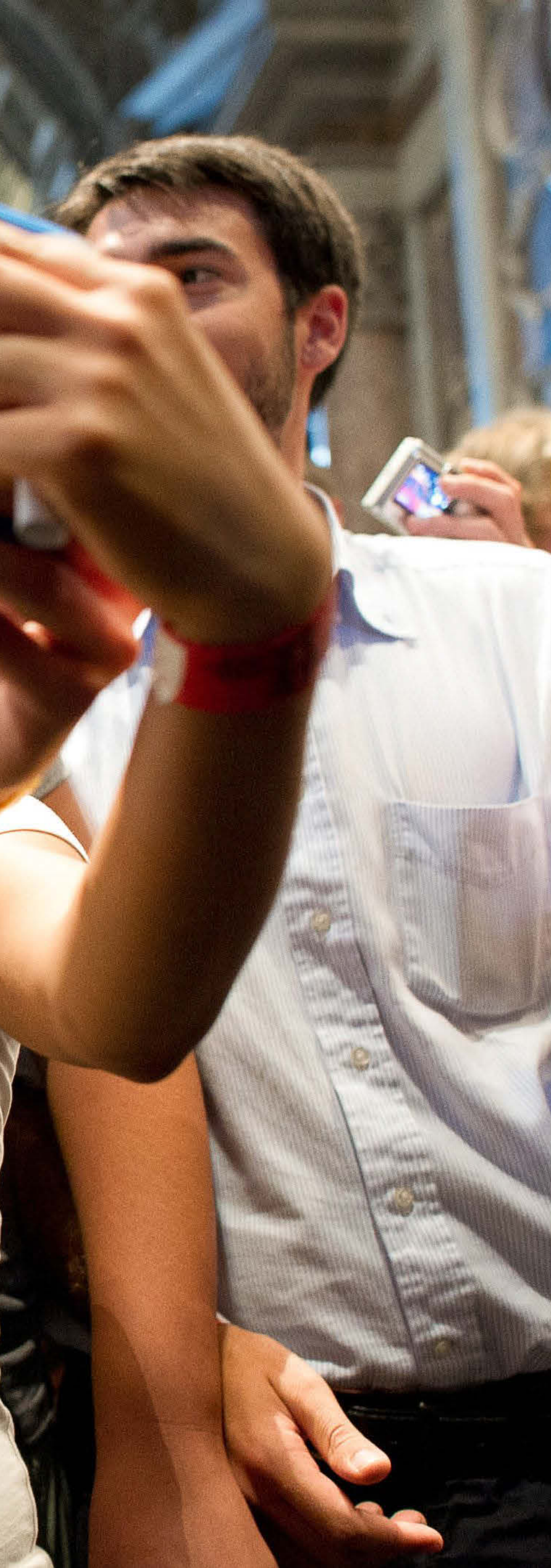
The short-messaging service can bring fleeting fame, instant ignominy and get you fired. It has been credited for sparking revolutions and, like Facebook, transforming the way the world communicates.

But despite the buzz generated by thousands of chatty journalists, athletes and celebrities, Twitter has never turned a profit. Its user base of 302 million is dwarfed by rivals such as Facebook, which counts 1.44 billion.

Facebook has grown into an Internet powerhouse, while Twitter in many aspects remains a niche social network, unable to convince the masses that they need its service to keep up with what's happening in the world. Lots of people sign up but not a lot stick around.

That likely had much to do with last week's announced exit of Twitter Inc. CEO Dick Costolo, who gave way to co-founder, and former CEO,





Jack Dorsey while the San Francisco company looks for a new leader.

Despite the executive turmoil and a stock price that has fallen 30 percent since late April, industry experts - not to mention loyal users - see potential in the company.

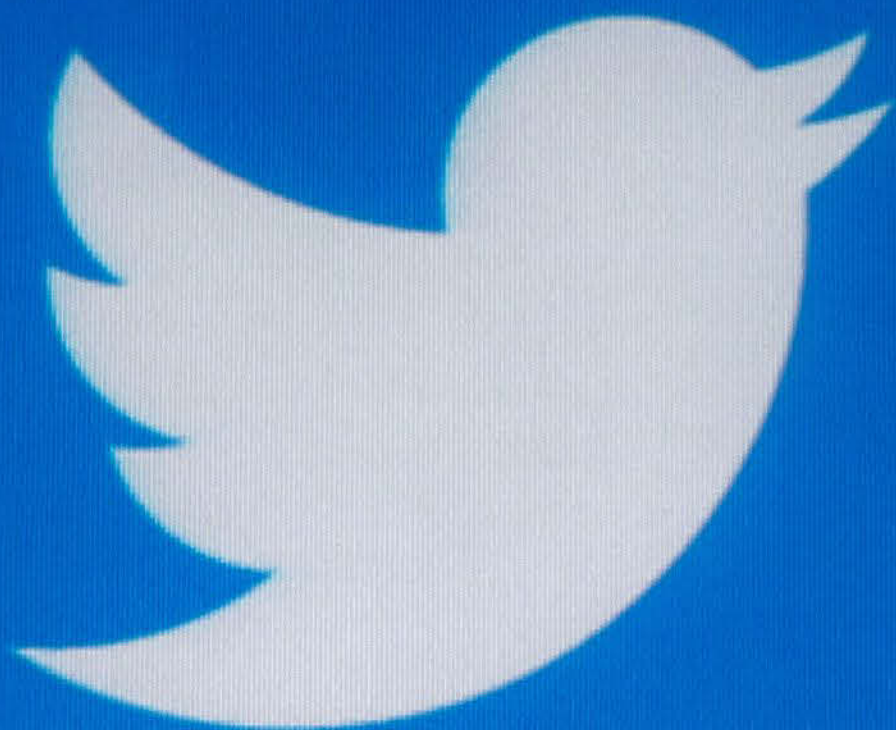
But first it needs to address some of its biggest problems. Here are some of Twitter's most pressing challenges, along with possible fixes.

WHERE ARE THE USERS

Its user growth is stalling and there are a lot of competitors. Besides its old rival Facebook, Twitter is feeling the heat from mobile messaging apps such as WhatsApp, Line and Viber, not to mention Snapchat, Instagram and a bevy of others only your cool middle-school niece might have heard of. Twitter grew from 204 million active users in the first quarter of 2013, to 255 million a year later and 302 million in the first three months of 2015. In comparison, Facebook-owned WhatsApp announced in April that it has reached 800 million monthly active users.

MAKE IT EASIER TO USE

Almost one billion users have tried Twitter and not stuck around, according to tech investor Chris Sacca, a longtime Twitter backer who wrote a lengthy critique of the service and posted it online this month. Sacca suggested the service could offer more features to engage visitors - including special channels or tabs focused on live events, topics of interest or even a user's geographic location. He also recommended more nudges, including feedback, polls and other interactive features that would make newcomers feel less lonely.



DEAL WITH TROLLS

Twitter has long had a problem with trolls, the online bullies and blowhards whose abuse has been an ongoing issue that has alienated established and potential users. It has tried to make it easier to report threats and in April updated its policy against violent threats to include not just specific threats but people promoting violence against others. It's too early to say if this has helped.

MORE APPS AND OPTIONS

Twitter is well-known around the globe, but it must do more to capitalize on its own brand, said Brian Blau, a tech analyst at the Gartner research firm. Twitter could be offering users more specialized apps for various activities, in the way that Facebook has built a stable of apps for messaging, consuming news and sharing photos, he said. Twitter's Periscope app, which lets users share live video, is an example of exactly the kind of thing Twitter should be doing, Blau added. But he noted that Facebook, Snapchat and other companies have invested heavily in direct-messaging capabilities, which can make money by showing ads, selling animated adornments or enabling users to play one-on-one games. Twitter, meanwhile, has only tinkered around the edges of its direct-messaging function.

DEMONSTRATE STRENGTHS TO ADVERTISERS

Twitter knows something about its users' interests, but Facebook knows far more about its users' likes and habits, while Google and Pinterest can more readily predict what users might want to buy. That, coupled with Twitter's slowing user growth, has made advertisers are more likely to spend their money on other sites, analysts say. Twitter's strength, however, is drawing people's attention during live events, such as sports championships, breaking news and popular television shows, said Debra Aho Williamson at the eMarketer research firm. Reaching casual users on a routine basis is harder, but Twitter may succeed if it can engage advertisers in that 'real-time' story, she said.

SHOW INVESTORS IT'S SERIOUS ABOUT BUSINESS

The new CEO must show Wall Street that Twitter is focused on building revenue and delivering on financial targets, added Scott Kessler, a tech stocks analyst at S&P Capital IQ. Their single biggest shortcoming is really about the ability to consistently communicate and execute against their strategy, he said.



A dense, colorful mosaic of Apple Magazine covers, tilted at an angle. The covers feature various headlines related to Apple products and events, such as "iPhone 5", "iPad mini", "Windows 8", "Angry Birds Star Wars", and "The New iMac". The Apple logo is visible on several covers. The overall effect is a vibrant, textured collage of technology-related content.

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Benjamin Kerry

FINANCE NEWS
Associated Press / Bloomberg

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